# Town Journal

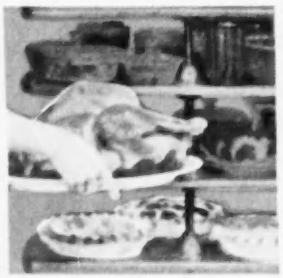
THE MAGAZINE TOWN FAMILIES DEPEND ON

JULY 1955 • 20 CENTS

*In This Issue* Chicken Barbecue, New Style • Those Teen-Agers!

**When you want a jar** from the rear, you *don't* have to reach like this. Instead . . .

**Simply turn the shelf,** and the jar rides to the front. Pick it up without overturning foods.



**To put in a large turkey,** you don't have to remove foods and rearrange shelves. Instead . . .

**Just press button,** revolve shelf and presto! the turkey fits. Shelves can be raised or lowered.

# New G-E Revolving Shelves put all foods at your fingertips!

**Now available in most G-E Refrigerators!** Of all refrigerators available on the market today, none can match the luxury and convenience of a G-E Refrigerator with Revolving Shelves. Here is why:

*In the new G-E* there are no hard-to-reach corners. A simple turn of your wrist, and the back area of the Revolving Shelves is right out in front. Furthermore, there's *more* shelf room than ever before, and Revolving Shelves are sturdy, can hold up to 150 pounds.

See your local G-E dealer for prices and easy terms. Look for his name in the classified telephone directory. General Electric Co., Appliance Park, Louisville 1, Ky.

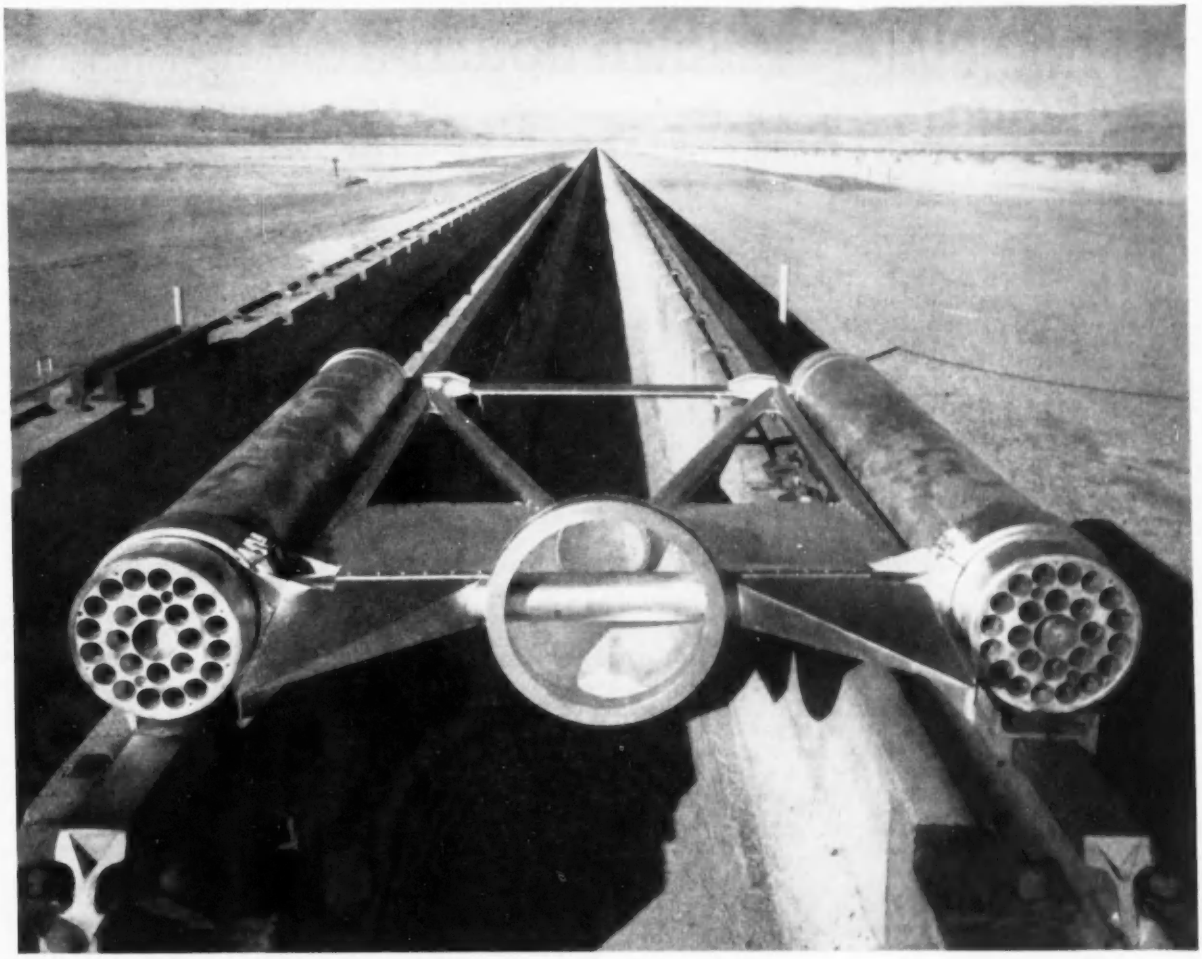
LARGER SHELF AREA

**15 per cent more space.** The red area indicates the extra room gained with Revolving Shelves; the blue area indicates the space lost. New Revolving Shelves give you 15 per cent more shelf area than in previous corresponding G-E Refrigerators with rectangular shelves. Furthermore, the inside refrigerator walls are rounded to accommodate *extra-large* shelves.

**New G-E Refrigerator-Freezer** has: *ice cream compartment • juice can dispenser • no-defrosting in refrigerator • butter conditioner • adjustable door shelves • Mini-Cube* and Redi-Cube* ice trays.* Model No. LH-12M Specifications subject to change without notice.

*So dependable! More than 3,500,000 G-E Refrigerators in use 10 years or longer!*

**GENERAL ELECTRIC**



# They fly this track at 2100 mph

Except for the absence of crossties it looks just like a very neatly aligned standard-gage railroad track. But no trains ever use it. The traffic it carries flies rather than rolls, moving over the 4.1-mile-long track not on wheels but on runners. Speeds are as high as 2100 miles an hour — roughly three times the speed of sound.

It's the Supersonic Naval Ordnance Research Track, called Snort for short, located in a flat stretch of California desert country. Snort, strictly a product of the jet-propelled, guided-missile, supersonic age, is used for captive-flight testing at extreme speeds of devices used in national defense.

The device to be tested is mounted on a jet-propelled carriage, riding on metal shoes. Acceleration, velocity, trajectory and the like are measured by means of a vast array of precision instruments, including streak cameras. An ingenious water brake begins slowing down the test flights from their supersonic speeds as far as two miles ahead of the end of the line. Among the many items already tested are projectiles, rockets, guided missiles, and model and full-scale airplanes and their components.

As would be expected, building to meet the speeds and stresses to which this test track is subjected called for the strength and ruggedness of steel. The steel rails, unusually large and heavy, were rolled on Bethlehem Steel mills. Bethlehem's West Coast subsidiary, Bethlehem Pacific Coast Steel Corporation, supplied the special steel rail-anchoring units, also the steel reinforcing bars for the concrete foundations which support the track for its entire length.

Slowed down by ingenious water brake, rocket-propelled test carriage nears end of Snort track.

**BETHLEHEM STEEL**

BETHLEHEM STEEL

# FINANCIAL SECURITY

## If you want to have money for important purchases, emergencies, lifetime security

*send for this* FREE BOOKLET

The one best way to have financial security is to save—to save *steadily*—to let many small sums build up to big sums. And there's one best place to save—a mutual savings bank.

Mutual savings banks are different from other banks in many important ways. They have no stockholders and are operated solely for the benefit of their depositors. Yet they exist in only 17 states.

But today, no matter where you live, you can enjoy their advantages. The Philadelphia Saving Fund Society, founded in 1816 and the oldest mutual savings bank in the United States, now serves depositors in all 48 states. They make deposits and withdrawals by mail. They bank at PSFS because they want their savings to be *secure* and to earn generous interest. In all its 139 years, PSFS has never lost a penny of deposits for any depositor and has always paid interest regularly. Last year alone, PSFS paid *more than 15 million dollars in interest*. The current rate is 2½%.

You will enjoy reading the free booklet "A Few Facts About Your Savings Bank." It tells you the whole story of PSFS . . . shows you how easy it is to bank by mail . . . points out why mutual savings banks are so safe. It's a booklet that can put *you* on the road to financial security. Send for your copy today—without any obligation, of course.

**PSFS THE PHILADELPHIA SAVING FUND SOCIETY**

Founded 1816 Philadelphia, Pa.

**Assets over 850 million dollars**

*Your deposits, up to $10,000, are insured by Federal Deposit Insurance Corporation*

**The Philadelphia Saving Fund Society** TJ
**Main Office: 1212 Market Street, Philadelphia 7, Pa.**

Please send me, with no obligation whatever, the booklet "A Few Facts About Your Savings Bank." Include also forms and a free postpaid envelope for banking by mail which I can use if I decide to open an account.

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Address _____

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# Town Journal (FORMERLY PATHFINDER)

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CIRCULATION EXCEEDS 1,650,000

JULY, 1955


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**ON OUR COVER:** All's peaceful at the wading pool—but just wait till Mary Catherine Rupp dumps that carton of water over Steve Williams' blond curls! Joey Scott's already smiling in anticipation of the scream-producing event. Their Bel Air, Calif., mothers can blame our fiendish photographer, L. Willinger, Shostal—he put Mary Catherine up to it.


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# All-New Tubeless Super-Cushions give you

# MORE MILES OF WEAR!

**We put** conventional tires and tubes and new Goodyear Tubeless DeLuxe Super-Cushions through murderous 100 m.p.h. speed runs on Daytona Beach. When each of the cars stopped, we tested the tire temperature: 228 degrees for the tires and tubes — only 199 degrees for the Goodyear Tubeless DeLuxe Super-Cushions—proof that Tubeless Super-Cushions run cooler, even at high speeds, and build up less mileage-robbing heat.

## Goodyear's exclusive 3-T Cord and Grip-Seal construction make possible this ultra-modern tubeless tire!

**You're miles ahead** with the new Tubeless Super-Cushion. This great new tire is lighter, runs cooler, wears longer. And it fits your present wheels.

Underneath this advanced tread is the stoutest heart on the highway—3-T Cord. In its exclusive 3-T process, Goodyear triple tempers tough cord sinews and integrates them with improved rubber compounds under Tension, Temperature and Time to produce the most durable tubeless tire body made!

**It gives greater protection** against blowouts, too! Any tire may blow out if it is severely cut or damaged. But naturally the tire with the strongest cord offers the greatest protection against cuts and bruises. 3-T Cord is so tough that breaks grow slowly—you get a gradual, harmless loss of air. Goodyear, Akron 16, Ohio.

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND!

**TUBELESS DELUXE SUPER-CUSHION**

GOODYEAR TIRES

by **GOODYEAR**

**Look for this sign; there's a Goodyear dealer near you.**

Super-Cushion, T.M.—The Goodyear Tire & Rubber Company, Akron, Ohio

**POWER UP WITH POWER-X**

***Power-Primed with Rocket Fuel!***

*This great new premium gasoline gives you*

*New High in Octane*
*New Super Power*
*New Rocket Getaway*
*New High in Mileage*
*Rust-proof... Stall-proof*
*with RD-119®*

*Ask your Sinclair Dealer for the new Super Fuel...*

**SINCLAIR POWER-X**

Sinclair Refining Company, 600 Fifth Ave., N.Y.


# Talking it over

## What the Fourth of July means

IT IS understandable that any great holiday, such as Memorial Day, Thanksgiving, and even our own Independence Day, should, through years of observance, become a kind of habit, with too little thought given to the meaning of and the reason for the occasion.

With the world divided as it is today into two armed camps, maintaining an uneasy peace, Fourth of July this year should take on greater significance than ever before, not only to Americans, but to free nations everywhere. For our own great strength, economic, military and spiritual, that makes us the bastion of the free world, also pinpoints the tremendous difference between our way of life and that under a totalitarian state.

Our observance of the birth date of our own freedom should prove a shining star of hope to the hundreds of millions of oppressed people suffering under the Communist yoke. It holds a promise that some day they, too, may achieve their freedom as our forefathers did.

When the thirteen impoverished American colonies finally won their freedom as a sovereign nation, after long years of struggle, privation and hardships, it was an event of history-shaking proportions. Other nations before us had fought for and won their independence, but nowhere in all the pages of history had there been a nation founded upon the ideals our Founding Fathers established. Never before had there been laid down the principles that our Declaration of Independence and Bill of Rights boldly set forth. In other lands, even in the England from which we gained our liberty, there was no real freedom except for a favored few.

But the brave and far-sighted patriots who dared death by putting their signatures on the Declaration of Independence boldly gave the world a new and exciting idea to think about—a philosophy that held that "all men are created equal" and are "endowed by their Creator with certain unalienable rights, that among these are Life, Liberty and the Pursuit of Happiness."

It was not just freedom as a nation for which the Minute Men fought at Lexington, for which George Washington and his army suffered through a terrible winter at Valley Forge; it was for a new kind of nation in which the individual citizen would enjoy freedom in its fullest, richest meaning. A new kind of nation in which the individual would have freedom to worship as he chose, freedom to voice his opinion without fear of arrest. A new kind of nation in which the individual citizen would have the right to enjoy the fruits of his labors, one in which he could hope to rise to any heights he chose, no matter how humble the station to which he was born.

The Declaration of Independence made the government the servant instead of the master. It was Benjamin Franklin who said "He who shall introduce into public affairs the principles of primitive Christianity will revolutionize the world."

Franklin's words were justified by the amazing development of that group of weak little states into the richest, most powerful nation in the world, with the highest standard of living ever enjoyed by any country.

**Our system of "capitalism"** or "free enterprise"—call it what you will—provides what everybody must have for economic progress: *incentive*. As a result, with only 1/16th of the world's people, this country produces one-third of the world's goods and almost one-half of all its manufactured products!

How different is the record of communism, under which the government is the master instead of servant and the individual an automaton instead of an individual. After thirty years of "the worker's Utopia," the Russian worker has less freedom and less of the world's goods than he had under the Czars. He is denied the freedom to speak or even think as he wishes. He must work where he is told, for as long as he is told. He must not complain, under the threat of arrest, torture and prison—even execution.

As we go about our holiday pursuits this Fourth of July, we should take time to thank God for the foresight and wisdom of our Founding Fathers and their faith that a genuinely free man with trust and faith in God is always a better man.

Graham Patterson
PUBLISHER
TOWN JOURNAL

# "WITH AN EATON 2-SPEED AXLE I SAVE MANY DOLLARS EVERY DAY"

***...reports K. H. Lawrence, Owner Lawrence Trucking Company Templeton, Massachusetts***

**"EATON'S ONE-TWO PUNCH PAYS OFF,"** says Ken Lawrence. "In the low-gear range I ease out of muddy pits with heavy loads in just seconds. In the high-gear range I can highball along on the highway, haul extra loads each day. And Eaton's high-gear range keeps down engine RPM. That means less engine work, bigger maintenance savings from start to finish."

**"I'VE SOLD OVER FIFTY EATON-EQUIPPED DODGES** in recent years," reports E. Francis Fredette, Fredette Motor Co. Dodge truck dealer in Gardner, Massachusetts. "Every sale has meant a satisfied customer. Truckers here know an Eaton 2-Speed Axle is best for their business."

"I'M CONVINCED," says Ken Lawrence. "After putting my trucks through 200,000 miles of the toughest duty, I've proved that Eaton 2-Speed Axles are as important as power under the hood. With Eatons, I save gas, cut my maintenance bills, do less shifting on hills. I get speed when I need it, plenty of pulling power when it counts.

"For me, it will always be Dodge trucks with Eaton 2-Speed Axles. I get out of gravel pits 30 per cent faster, without 'jumping' the truck—even in hub-deep mud. The Eaton, in low gear, pulls us out smoothly. I save time, avoid axle trouble.

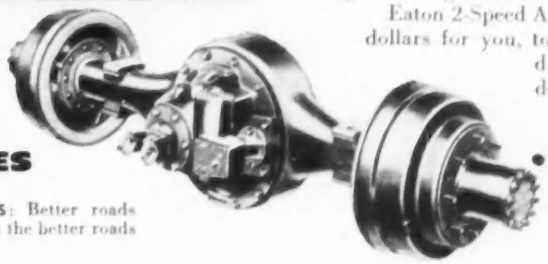
"On highway runs, I take the hills faster. Then on the level, with Eaton's high-gear range, I hustle at top speed to unload—return empty in record time. I make more trips per day, more money per trip. Engine RPM is lower, and wear is reduced. Eatons assure savings all along the line."

Eaton 2-Speed Axles can save many dollars for you, too. Ask your truck dealer today for a demonstration.

# EATON

EATON MANUFACTURING COMPANY, CLEVELAND, OHIO

**2-SPEED TRUCK AXLES**



**• MORE THAN 2 MILLION EATON AXLES IN TRUCKS TODAY**

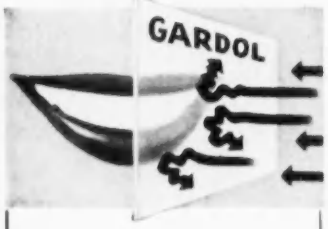
PAR **PROJECT ADEQUATE ROADS:** Better roads benefit all America. Support the better roads program in your state.

**EVEN IF YOU BRUSH YOUR TEETH ONLY ONCE A DAY**

# Colgate Dental Cream Gives The Surest Protection All Day Long!

**Brushing For Brushing, It's The Surest Protection Ever Offered By Any Toothpaste! Because Only Colgate Dental Cream — Of All Leading Toothpastes — Contains Gardol***

***To Guard Against Tooth Decay Longer—Stop Bad Breath Instantly!***




Gardol, Colgate's wonderful new decay-fighter, forms an invisible shield around your teeth. You can't feel it, taste it, or see it—but Gardol's protection won't rinse off or wear off all day. That's why Colgate Dental Cream with Gardol fights tooth decay 12 hours or more!

**ASK YOUR DENTIST HOW OFTEN YOU SHOULD BRUSH YOUR TEETH!**

But remember! Even if you brush only once a day, Colgate Dental Cream gives the *surest* protection all day long! Stops bad breath *instantly* in 7 out of 10 cases that originate in the mouth! Fights tooth decay 12 hours or more! In fact, clinical tests showed the greatest reduction in tooth decay in toothpaste history!

*Colgate's Trade Mark For Sodium N-Lauroyl Sarcosinate

**Every Time You Use It... New Colgate Dental Cream CLEANS YOUR BREATH *WHILE IT* GUARDS YOUR TEETH!**


# LETTERS

**POLIO STORY:** Your account of the polio situation [*Newsfront*, June] summed up the story so clearly and accurately that we have felt the need to have it reprinted for distribution to our volunteer workers all over the nation.

In the miasma of confusion surrounding the polio vaccine, the TOWN JOURNAL account was refreshingly understandable, comprehensive and illuminating.

*New York* — ***Donald M. St. John, National Foundation for Infantile Paralysis***

**HOW IT BEGAN:** Readers of your article on the great uranium rush [June] may want to know how it actually began. It started really when my five youngsters were seen playing with some strange-looking rocks, at the Four Corners area. This fact was reported on March 19, 1949 in a syndicated article about our family's experiences in that region, where I was a teacher of Navajo Indians.

This rush has one thing in common with the gold rush of 1849: The persons who began it realized nothing financially. I stood one day on a plateau, where I could look far into four states and asked an expert (winter of 1948) if it would be worth while to stake any claims. He said no.

Later, when an airplane carrying a Geiger counter fell in the arroyo where my children were playing, I knew that the rush had started. But with prospectors crawling all over each other, I figured I'd just made a blunder in drawing "darn fools" to the area.

Then Steen, Pick and others located what may be a billion dollars worth of ore. As long as I took the *blame* when the prospecting looked like a wild goose chase, it would seem as though the *credit* should now be given to our family. We have only one chunk of sample ore to show for our contribution to this great event!

*Bryan, Tex.* — ***Eugene C. Weafer***

**BABY IN THE HOUSE:** The article concerning the reaction of older children to new babies in the family [May] is a pathetic example of what's wrong with parents today! It stems from the child psychology books.

We have eight children, ages 3 to 16, and another due in September. It never occurred to us there would be a "problem" and there never was. There rarely is, unless the seed for it has been sown by prematurely trying to solve it. If children were brought up more by in-

stinct and less by book, there would be no need for this ridiculous "conditioning," Let's have fewer of these "trouble-triggering" articles. . . .

***Peterborough, N.H.*** ***Mary H. Williams***

**SPIRITUAL VICTORY:** Until I read Gen. Romulo's fine article [June] I did not understand what really happened at the Bandung Conference. The American press had been giving the impression that it accomplished nothing or that it was a victory for Western money and military might, instead of acknowledging it for what it was . . . a spiritual victory. But unfortunately we have not yet got over the nasty habit of praying for something and when the prayer is answered, glibly attributing it to material causes.

***Duncan Falls, Ohio*** ***Hazel Forsythe***

**NOT FOR SALE:** I read Martha McMillin's "Does Your House Have Sales Appeal?" [May] with great interest and agree that the house, windows, floors, beds, drapes and curtains be immaculate at all times.

I'm not advising anyone to tear the house apart and rebuild from cellar to attic just to sell. But after that is done, *you* may do as we did last

spring. We redecorated, bought new awnings, had the exterior painted, *read our own ad* in the local paper and decided this house was just what we'd been looking for! So we're still here.

***Nanuet, N.Y.*** ***Shirll Lee***

**U. N. CHARTER REVIEW:** It may be true that no important changes in the U. N. Charter [June] will be possible because of Russia's attitude, but nevertheless the United States and other countries should propose the changes they would like to see made. The U. N. is valuable as a world forum.

It is not too soon to set forth a goal even if we can't reach it immediately. The Russians have shown recently that they are not immune to pressure from the rest of the world.

***Greensboro, N.C.*** ***Louise J. Smith***

*In writing to the editors, address* TOWN JOURNAL, *Dept. E, Washington 4, D.C.*

Going away on a trip?

Make your plans by Long Distance

You're off to a more pleasant trip when you telephone ahead.

A Long Distance call is the quickest, friendliest way to let folks know how you're coming . . . and when you'll arrive.

While you're away, a regular voice-visit across the miles will help you keep in close touch with home. It means so much. Costs so little.

Matter of fact, there's someone, somewhere, who would like to hear your voice right now.

**LONG DISTANCE RATES ARE LOW**

Here are some examples:

| | |
|---|---|
| **New York to Philadelphia** | **40¢** |
| **Cleveland to Pittsburgh** | **45¢** |
| **Chicago to Buffalo** | **95¢** |
| **Detroit to Dallas** | **$1.35** |
| **Boston to Los Angeles** | **$2.00** |

These are the Station-to-Station rates for the first three minutes, after 6 o'clock every night and all day Sunday. They do not include the 10% federal excise tax.

CALL BY NUMBER. IT'S TWICE AS FAST.

BELL TELEPHONE SYSTEM

# $500,000,000 at work

The nation's fastest growing telephone system

•

Plant investment increased 5 times in last ten years.

•

Thousands of shareholders represented by every State in the Union

Half a billion!

General Telephone's investment in modern telephone service. And those five hundred millions represent more than an investment in plant and equipment. They're evidences of faith.

Faith in the progress of the areas we serve. Faith by the investors whose savings enable us to steadily expand and improve our service.

Faith, too, in America . . . its future . . . and its continuing need for the best in telephone service.

**GENERAL TELEPHONE SYSTEM**

*One of America's Great Telephone Systems*

260 MADISON AVENUE, NEW YORK, N. Y.

NEWSFRONT

# Straight from Washington:

**A THREE-YEAR STRIKE TRUCE IS AT HAND.** The pattern of the Ford and General Motors wage settlement will be accepted by steel and almost certainly adapted to other large labor-industry agreements. This makes virtually certain there will be no serious disruption of production until at least 1958.

NO APPRECIABLE RISE IN COST OF LIVING IS FORESEEN. The automobile and steel wage rises may boost some prices but not enough to affect basic living costs very much. Government economists believe the consumer dollar will remain almost unchanged.

REPUBLICANS WILL BENEFIT BY HIGH EMPLOYMENT, general prosperity this year and next. For the first time since 1930, Republican candidates won't have the depression issue tied around their necks. Administration's main economic worry is the dip in farm income.

**ATOMIC BOMBSHELL: U.S. STOCKPILE IS RUNNING OVER.** American production of all principal atomic weapons has now reached a point that the Atomic Energy Commission can give first priority to peacetime development of the atom anytime the National Security Council says to do so. Saturation point is in sight.

BUT THE ATOMIC RACE ISN'T OVER. FURIOUS COMPETITION BETWEEN RUSSIA and the United States for world leadership in practical industrial uses of atomic power is already under way. This is why President Eisenhower recently asked Congress to approve financial and technical assistance to friendly countries to help them build reactors.

MUCH CLASSIFIED ATOMIC DATA will be released in the next few weeks. This will be data not on weapon building but on industrial application. Moscow is preparing to disclose considerable scientific information at the International Atomic Congress in Geneva next month. We may release similar data earlier.

**NO SMILES, NO JOKES FROM IKE—THAT'S HOW CABINET MEMBERS** described the way the President conducted the two top-level emergency meetings during the recent make-believe atomic air attack. It wasn't comic-book and toy stuff to the President.

EISENHOWER TOOK IT IN DEADLY SERIOUSNESS. He told the Cabinet, meeting in a tent in a mountain hideaway around a wooden table: "You are to act on two assumptions--that Washington doesn't exist, that I have just declared martial law." After discussing emergency problems for 55 minutes, the President adjourned the conference, turned and walked crisply to his staff car before anyone could approach him, his face tense and grim.

MAIN CONCLUSION FROM LATEST CIVIL DEFENSE EXERCISE: Millions of lives can be saved even in surprise hydrogen attack if Federal and state governments work out realistic evacuation plans and develop a national network of existing and new shelters.

**THE ANTI-PERON REVOLT IN ARGENTINA IS SUPPRESSED ONLY ON THE SURFACE.** It is likely to break out again anytime. Signs of Peron's weakened hold on his country have been evident for some time. His recent attack on the Catholic Church was an effort to re-establish himself before too late.

LIKE HITLER AND MUSSOLINI, THE ARGENTINE DICTATOR is gambling for all or nothing. Some parish priests have been active in an anti-Peron

Christian Democratic movement and Peron is now seeking to subordinate the Catholic Church in a calculated attempt to crush rising opposition. Peron's power is weakened. His troubles aren't over. Some day Peron will pass; the church will still be there.

**ANOTHER WOMAN IN THE CABINET? THAT IS WHAT PRESIDENT EISENHOWER** is looking for to replace Mrs. Oveta Culp Hobby, who will be resigning as Secretary of the Department of Health, Education and Welfare. It could be Mrs. Clare Booth Luce, Ambassador to Italy. She has done a good job in Rome--and she's very willing!

**U.S. OFFICIALS ARE WARY BUT NOT WORRIED OVER COMING BIG FOUR CONFERENCE.** Here are the three reasons why Washington feels the West will be in strong position at the summit meeting: (1) We believe Russia is feeling pressure of cold war far more severely than U.S.; (2) Eisenhower and Eden are so politically strong at home that neither will be pressed to "buy" any settlement for political reasons; (3) Germany's Adenauer is showing rock-like opposition to Soviet overtures.

EXPERTS DON'T EXPECT TOO MUCH FROM GENEVA. They look on it only as a beginning of a long period of Soviet-Western negotiation. It may be the beginning of slow receding of the cold war. Here are three possibilities:

AT WORST--JUST A KREMLIN PROPAGANDA MANEUVER. This would mean that Moscow would refuse to negotiate seriously, would seek only to divide the Western allies, isolate the U.S. and make a lavish play for the neutrals, trying to put all the blame on America. It almost certainly wouldn't work.

AT BEST--REAL HEADWAY TOWARD A COLD WAR TRUCE. This could take the form of a new beginning toward disarmament, abandonment of the Cominform, a withholding of the Soviet veto over a dozen eligible members for U.N. membership. Not very likely.

PROBABLE OUTCOME OF THE MEETING: No conclusive settlement of any major issue but an improvement in the atmosphere, an intention to constrict the cold war; arrangements to keep the Foreign Ministers at work around the conference table.

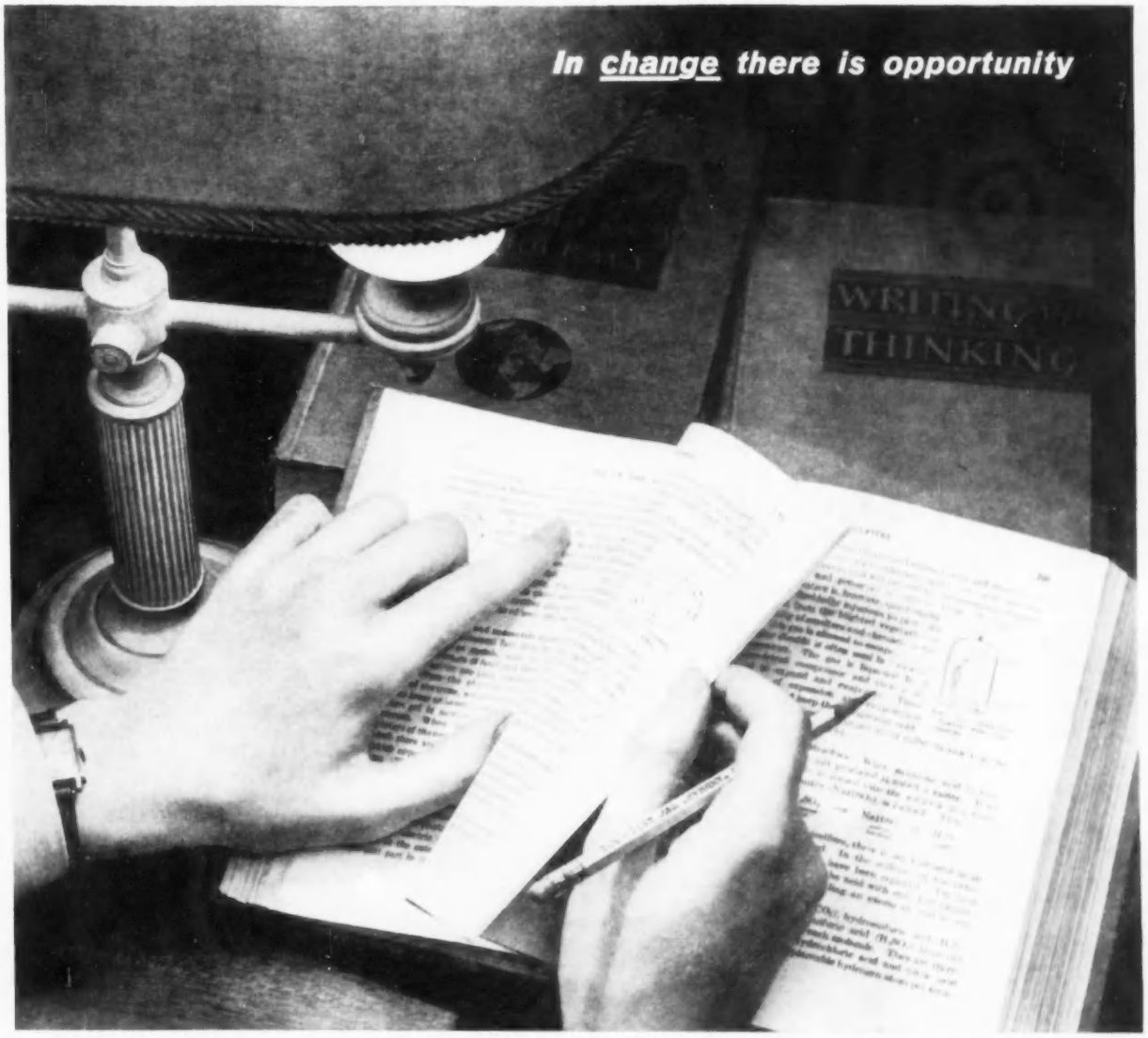
**ADENAUER'S ADVICE TO EISENHOWER: "DON'T BE TOO EAGER."** That is one of the main things the German Chancellor came to Washington to say in person to the President; and he impressed the President profoundly. Adenauer sees no need to jump at Moscow's "offers." He believes the Kremlin, in trouble at home, needs peace and will make larger concessions if we don't jump too quickly.

**IKE IS REFUSING TO TALK ABOUT 1956. HE IS DIRECTING HIS AIDES** not to mention the subject for at least another six months. The President's position is this: Events, not words, will decide whether he will run again.

RECURRING PREDICTIONS THAT IKE WILL DEFINITELY BE CANDIDATE next year are without solid foundation. These guesses rest in part on press conference remarks that the President is "intrigued" by his job, finds it's "fascinating." Truth behind these remarks is that Mr. Eisenhower is being careful not to "talk down" the Presidency by stressing its headaches.

**DEFENSE ROUND-UP—1956 MILITARY BUDGET WILL BE 32 BILLIONS.** The defense spending program will be passed with only minor changes; Congress will reject any trimming of the Marine Corps, moderate reductions in Army manpower will be approved. Four-year renewal of the draft is assured; a watered-down measure to create a Ready Reserve force of 2,900,000 men, but without any universal military training features, is in prospect.

**More Newsfront on following pages**




In this day of scientific farming, young farmers need more education than ever before

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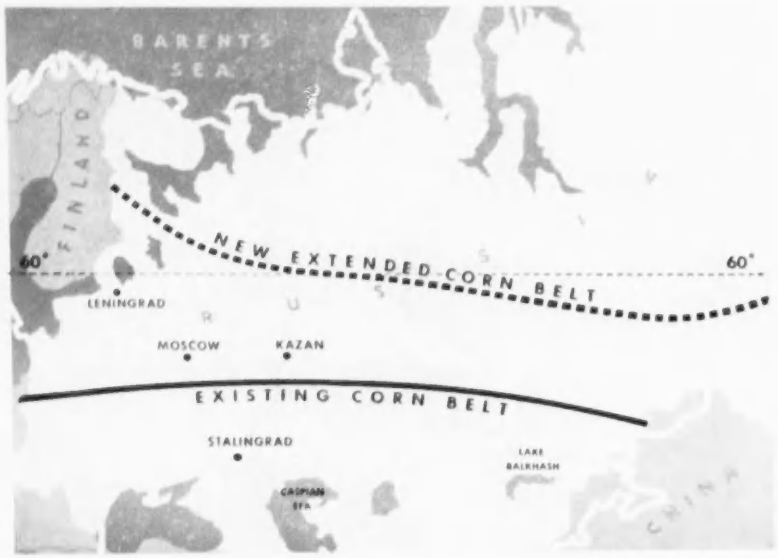
# Will Russian farmers save us from war?




MAP: PAUL KUMMER

**FARMERS KNOW CORN doesn't grow well north of the Dakotas. But the Russians will try to grow it near the Arctic Circle. Outline of North America is superimposed to show Americans how far north the new Red corn belt reaches.**

*Here's what America knows about the Soviet food problem—and what it means to all of us*

BY RAY CROMLEY*

WE'VE all heard that agriculture is Russia's Achilles heel, that lack of food has the country hamstrung. That's mighty important news, if true. But just how true is it? What do we really know about it? How do we know it? And what do we have to learn from it?

TOWN JOURNAL asked me to sift through the evidence that we have and to come up with the answer. Here it is in a nutshell:

Nobody is starving in Russia. There's actually no shortage of bread—yet. Nobody's getting ready to revolt. *But Russia's farm troubles are bad enough that Nikita Khrushchev will be cautious about getting into war.*

That's the opinion of a man who is a State Department expert on Russian agriculture. This man reads the reports of our agricultural attaché in Moscow; he has access to interviews with Russians who have fled the country; he sees the reports of friendly agents who report on Soviet crops as well as on Soviet guns.

He knows as much about the real situation as any American can, and I found his thoughts echoed by other Russian specialists to whom I've talked in the State Department and the Department of Agriculture.

The plain fact is, *Russian farmers aren't delivering as much food as they did in 1928, yet the population has increased by 60 million people.*

Khrushchev himself reported to the Communist Central Committee as early as 1953 that "there is cause for alarm." Livestock makes the worst showing. Khrushchev reported that the country had lost a third of her cows between 1928 and 1953, chiefly from the farmers' resistance to collectivization in 1929 and losses in World War II. She had fewer sheep and goats than 25 years earlier. Hogs had increased only 3%. "Our lag in animal husbandry has become chronic."

Khrushchev didn't give grain figures. But our Department of Agriculture experts have been able to piece together the picture from Soviet statistics. They estimate that Russia is producing less bread grains than before World War II. By Russian admission, "the decline in the potato harvest is alarming." Vegetables and feed grains are on the decline.

Our specialists believe that Khrushchev and his army of bureaucrats will be able to whip farmers into doing a little better temporarily—with their drive to till millions of acres of new land. But over the long run they see little chance that the Reds can keep up with their growing population—unless they're willing to pinch a little on their furious armament drive. And that's for several reasons:

- The soil.
- The weather.
- The lack of incentive that every human being has to have—even in Russia.
- The millstone of bureaucracy around agriculture's neck.

Those are obstacles that can't be overcome by any amount of exhortation or even punishment.

Let's look at them briefly, one at a time.

**The soil.** It's against big farm increases. There's a rich Black Earth region in Southeast Russia. But most Soviet land would be classed substandard here.

The "new" lands Khrushchev is depending on for big crop boosts (see

*The writer has covered foreign affairs overseas and in Washington for 19 years, principally for The Wall Street Journal. He has traveled in Communist countries, has interviewed many Reds, and knows well most of the U.S. Government's specialists on Russia.*

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**THE FLORIDA INTERNATIONAL GRAND PRIX OF ENDURANCE**—Sebring's AAA-sanctioned, 12-hour race for sports cars—was won this year by Phil Walters and Mike Hawthorn in a Champion-equipped Type D Jaguar. They finished 25 seconds ahead of a Ferrari driven by Phil Hill and Carroll Shelby. The Ferrari, also running on Champions, was first on Index of Performance.

The winning Jaguar (19), owned by Briggs Cunningham and fitted with Champions, roars into an early lead from the LeMans type start.

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map) are about the quality of farmlands being abandoned in the U.S. They won't produce well without large amounts of fertilizer; yet Red fertilizer output is less than a third of ours.

**Weather.** Here is Khrushchev's second big headache and no one, no matter how clever, can do much about it. The warm South is too dry. The rain-rich North is too cold.

Irrigation projects would help in the South. Stalin had plans—but the war-industry drive slowed them down to a crawl. Khrushchev, too, could have mass irrigation—but at the cost of some armament projects.

The northern "new" lands are especially bad for growing corn—a major aim in Khrushchev's drive for livestock feed. The growing season is irregular and very short, the climate cold and raw. Permafrost is a problem in wide areas. Crop failures are frequent.

**Lack of incentive.** The Communist system works against higher output. Says an official who fled the Reds: "Farmers openly snitch grain from collective warehouses; they idle on the job; think of community property as nobody's responsibility."

V. Yefimov in Astrakhan Region wrote his paper recently, complaining how corn was planted. "It was sown, just anywhere, even on bad land, for the sake of making a report. Three fourths of the corn died because of poor care."

Agronomist M. Smirnov, on a state farm in Kokchetav, says in a letter to his paper that poultry farming is done in a way "that eggs cost five times as much to produce as they cost when you buy them in the market."

Engineer L. Sarayev, at a Kirgis farm tractor station, writes his farm paper that "work on farm machinery is done so poorly that equipment breaks down often."

Comrade V. Kornilov writes to *Pravda* from Lithuania: "At many collectives the grain lies under the open sky, gets wet and rots."

Party Boss Khrushchev bewails: "Harvesting delays on many collectives have caused losses up to a fourth of the crop."

There are plenty of reasons for this shiftlessness. The government pays little and takes much. Average livestock farmers on Soviet Union collectives received less than 35¢ for a day's work last year. But they are so hard pressed to deliver what the government demands that they ship unfattened cattle and hogs. (Khrushchev himself complains that a fifth of the hogs delivered last year weighed less than 66 pounds.)

Government collections of grain, corn and fodder are sometimes so great there isn't enough left to feed the farms' animals through the winter.

No wonder Khrushchev has warned his Communist Party leaders that Red farmers need incentives! But the low

# Why the New DAVIS *Silent Sentry* Tire is SENSATIONALLY BETTER 6 WAYS:

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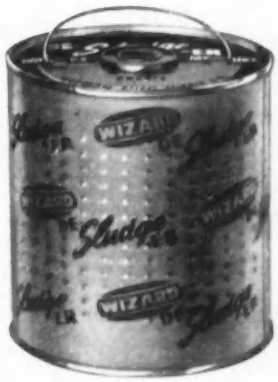
**New 3-year guaranteed* Wizard "Sentry"** has 90% higher water level for longer, trouble-free life...cooler operation...and greater power (up to 125 amp/hr. capacity). Plastic insulation. Leakproof. Sizes for most popular cars. (Group 1) **$19.75.** Outright $5.00 for your old battery **$14.75** Exchange

**Pro rata, passenger car use.* *Others at similar savings.*

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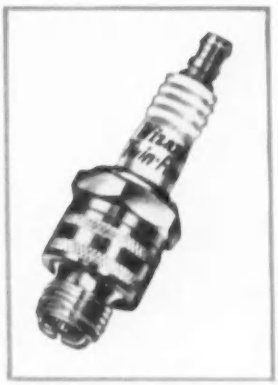

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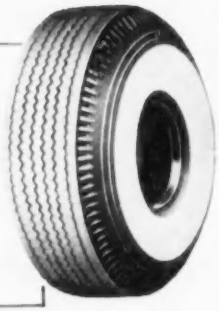

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prices and the high collections are forced by Khrushchev's own arms program.

**Red tape and bureaucracy.** Khrushchev sent out thousands of experts to increase the crops. But one of these, at a tractor station near Kiev, tells why he couldn't get out to help the farmers with their plowing: "Paper work! Some days 30 to 40 letters arrive from the provincial office alone."

Khrushchev complains about "the practice of selecting as chairmen of collectives incapable people who have been failures elsewhere."

Bureaucratic producers of farm machinery are more interested in quotas than in quality. V. Kulba, chairman of a collective in Bryansk Region writes: "We have received 12 grain driers to help with our harvest. Unfortunately our use of these driers is seriously hampered. The State Farm Machinery Factory sends these driers without motors."

Says Shop Manager Lavrentyev on a government farm tractor station: "There are our tractors. But there isn't any fuel."

It's no surprise, after all of this, that Russian cows give only half as much milk per cow as American cows do. Or that an acre of corn yields about 40% of ours. Or that an acre of wheat produces 70% of ours.

Khrushchev wants to know how American farmers grow so much. So he's sending 10 of his farmers over for a one-month visit starting July 10, to see what they can learn.

But the U.S. experts think that what the Reds learn won't help them much. Red scientists already can produce fine hybrids; their top agronomists are able men. Red experimental farms have excellent yields.

Our experts think the Reds can't beat the bad land, the bad weather and the incentive-crushing weight of state ownership, bureaucracy, low prices and the stupendous levies necessitated by Khrushchev's arms program. **End**

**"Of course I still love you, Ruthie, only my sunburn hurts."**

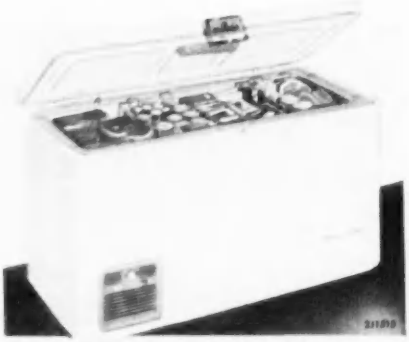
# Announcing the Exciting All-New WIZARD Combination Refrigerator-Freezer

**Fully automatic defrosting!** 9.3 cu. ft. Wizard also has 45½ lb. freezer. Meat tray. Butter box. 20 qt. crisper. **$259.95***

**New compact design** gives you more food space in less floor space. 31½ lb. freezer. 8.6 cu. ft. Wizard . . . **$179.95***

**Actually two appliances in one** . . . a roomy, family-size refrigerator plus a giant 64½ lb. zero-cold freezer locker . . . each a separate unit! (Not just a refrigerator with freezer compartment.) Here is America's top value in food storage... with every modern feature you want most: newest cycle-type automatic defrosting that never lets frost gather; 2 roll-out shelves; bushel-size twin crispers; Food Front door with 5 shelves and butter box; "feather touch" snap-action door latch; all shelves of rustproof aluminum; covered meat keeper; 5-year sealed unit warranty. Easy terms . . . . . **$349.95***

# ...and the new Fashion-Tone WIZARD Freezers



**Store over ¼ ton of food** in this new 15 cu. ft. Wizard. Special fast-freeze compartment. Adjusts from zero to –20°. "Safe-Glow" Temp. Sentinel . . **$319.95***

**Only 30¾" wide, yet stores 588 lbs.** food! Adjustable center shelf. Slide-out baskets. Juice can dispenser. 16.8 cu. ft. Wizard Upright . . **$349.95***

**Giant 20 cu. ft. Wizard Custom** stores over 700 lbs. food. Fast-freeze compartment. 24-can juice rack. Handy tote tray. 100% sweatproof. **$399.95***

*Other Wizard freezers as low as . . . . . $269.95**

**"It's a wonderful WIZARD"**

**...chosen by 2,500,000 families over all other brands.**

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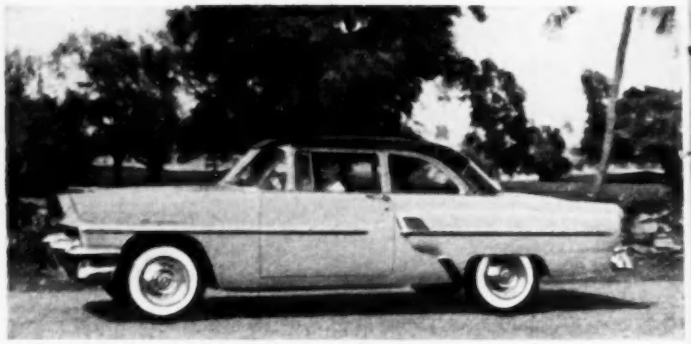

**HIGH HORSEPOWER SUPER-TORQUE V-8 PERFORMANCE**—The Mercury Custom is the most powerful car at its price you can buy. Every model in the Custom series has a new 188-horsepower SUPER-TORQUE V-8. And there's a special 4-barrel vacuum carburetor at no extra cost.

**ULTRA-SMART AND LUXURIOUS INTERIORS**—Mercury offers you exclusive styling inside and out—distinctive beauty shared by no other car. Instead of ordinary upholsteries, you get specially designed fabrics and patterns. So colorful you'll want to leave the doors open.

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**THIS MERCURY COSTS LESS THAN 13 MODELS IN LOW-PRICE FIELD***—And that is only one reason why Mercury is so easy to own. High-volume sales by Mercury dealers let them give you a top allowance for your present car. Most important, Mercury protects your investment with the consistently highest record for resale value in its field. Better see your Mercury dealer soon.

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IT PAYS TO OWN A **MERCURY** FOR FUTURE STYLING SUPER POWER

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# THE EISENHOWER BROTHERS...

# Growing up in Abilene

By Bela Kornitzer

*This account of the formative childhood years of the six Eisenhower brothers is from the recently published volume,* The Great American Heritage *by Bela Kornitzer (Farrar, Straus and Cudahy, New York: $5).*

*The material was gathered in lengthy interviews with the five surviving Eisenhowers: Arthur, a Kansas City banker; Milton, president of Pennsylvania State University; Edgar, a Tacoma, Wash., lawyer; Earl, an engineer and newspaper executive of La Grange, Ill., and Dwight, the President of the United States.*

*The story is an effort to demonstrate, in the Hungarian-born author's words, "how Americans born in relative poverty may rise in an atmosphere of freedom to whatever success their talents permit."*—The Editors.

IN 1900, the turn of the century, there were eight Eisenhowers. David, then thirty-seven years old, was the father of six sons, and was a mechanical engineer at an Abilene, Kans., creamery. His wages, even when he left there in 1912, were only $100 a month. Here was a family of boys: Arthur, fourteen, Edgar, almost twelve, Dwight, ten, Roy, eight, and the young ones, Earl, almost two, and Milton a baby. And Ida, the mother, was humming, happy, and working hard.

In this quiet village of about 5,000 people, then, the Eisenhower family moved in 1898 from a small house on Second Street to a bigger white frame house on South Fourth Street. This house, like the first one in which they lived, was on the wrong side of the tracks, in the parlance of small town America. But it was bigger and better fitted for the large family than their old home. It had been the home of Uncle Abraham, David's brother, a veterinarian who had decided to move West.

Edgar described it thus: "The outstanding feature of the property was the big barn," he said. "I'm sure eight or ten loads of hay could have been put in there at one time. The chicken pen was adjacent to the barn on the east, and the 'out-side plumbing' stood near by. We kept a cow, a horse, chickens, and, occasionally, pigs. The ground area was approximately three acres. About half an acre was in garden."

Edgar said, "We took our baths in a big tin washtub in the kitchen. Our bath water was heated on the stove." "That's the way we took our baths," said Earl. "We got our washwater from the well. I can remember a pot-bellied stove that heated the two front rooms, with a little register in the ceiling to give some heat to the bedrooms."

**Within the white frame house,** which changed as the comforts increased through the years, six Eisenhower brothers lived from infancy and young boyhood until their later teens, and within the home's small-town environment their character was shaped. Edgar, Earl and Milton told me much of the daily routine the brothers shared from their earliest years.

Edgar said: "Dad was the alarm clock. We boys slept up-stairs and Dad and Mother slept down-stairs. Dad would come to the bottom of the stairs and call, 'Boys!' Then we would all get up."

"He would leave the house around six o'clock and go to work, usually carrying his lunch," Earl told me. "If he wanted a hot lunch, it was one of the boys' duties to carry Dad his lunch. Dad never came home at noon."

**"As I recall it,"** Earl continued, "Dad used to get home by six o'clock in the evening. Then we would have supper. After supper, two of the boys would do the dishes.

"Then we gathered in the front room or dining room and Dad would read passages from the Bible. He might pass the Bible around the circle, and all of us got a chance to read. Finally, there was bedtime, when Dad got up and wound the clock on the wall. When Dad started winding, you might as well get ready for bed, for that was the bedtime signal."

Milton said, "Dad had a way of inducing his sons to read the entire Bible from cover to cover with considerable interest. For example, when it was my turn to read, I was permitted to read until I made a mistake; but if one of my brothers caught me in an error, then he was privileged to read. Well, this was a good way to get us to read the Bible mechanically. I am not sure it was a good way to help us understand it.

"After reading of the Bible, we had to get our school lessons. This was always on the agenda. As I recall, we did not discuss our problems and our progress with Dad unless we took the initiative. If we had a problem we wanted to discuss with him, he was always available, but he did not make a practice of inquiring into the progress we made at any particular period.

"Food in the family was simple

*(Continued on page 61)*

By Frank Reck

*Want to raise money for a local project —or just enjoy a backyard treat? Either way, you can't top the fun and flavor of a Michigan style...*

# Chicken barbecue!

WHEN the Manchester, Michigan, Exchange Club voted to serve broiled chicken to the public down at the school athletic field, there were those who questioned our judgment—particularly our wives.

The women, of course, expected to be called on to save the day. They doubted that we could go it alone, and to tell the truth, so did some of the men.

Serve upwards of a thousand dinners, hot and palatable, and make money for the athletic field fence fund doing it? Buy, plan, organize and conduct a mass picnic without benefit of the nation's food buyers? Did we know the pitfalls?

Let me tell you what happened:

The weather man provided a lovely August evening, cool enough to whet appetites. The crowd came in droves.

We served not 1,000 but 2,000 chicken dinners. The delicately broiled halves came up hot and flavorsome. The carrot curls, celery and onions were chilled and crisp. The customers were pleased and we cleared an even $1,075 for the fence fund.

There's a reason behind these happy results, the chief one being that the principal dish wasn't merely broiled chicken. It was broiled chicken Michigan State College style, which means charcoal-toasted, slow-cooked, butter-basted and lightly salted.

Sounds simple, but chicken broiled thus has merits not to be found on picnic grounds. It calls for special equipment designed by the college to permit fast and frequent turning, plus a loving care that avoids any burn or blister on the skin of the fowl. The goal is chicken so delectable that licking the ends of the fingers is the only possible conclusion to the dinner.

Chicken Michigan State College style has achieved considerable fame in the Midwest. A feed company in Fort Wayne served 10,000 by that method last year. Hundreds of communities have requisitioned college equipment. From mass picnics, the method has migrated to the backyard. Here in Manchester, a half dozen families have equipped themselves with the half-barrels and grids used in the slow-broil technique, and neighborhood gatherings are frequent during the summer and fall.

**It all happened** because the poultry department at the college decided that chicken was a sadly mistreated fowl. Too often it was served half raw under a crust of batter, or dried into unpalatability, or boiled into soggy submission. So the department set out to find a better way—and did.

For the Exchange Club picnic we ordered our chickens from a processor. They were uniform in size, the dressed halves weighing between 12 and 16 ounces (a liberal portion). They came to us packed in cartons, frosted but not frozen.

The broiling was done under the direction of three state college professors, Howard Zindell, J. M. Moore and Harry Hathaway. Fifteen Exchangeites helped.

Most of the cooking was done on 20 metal half-barrels mounted on legs to save the cooks' back muscles. (Anyone who has crouched over a barbecue pit will appreciate this.) In a centrally located pit on the ground the contents of a dozen large bags of charcoal briquets were being preheated.

J. M. Moore, dressed in coveralls and wielding a long-handled shovel, was the fireman. His job was to keep the half-barrels stoked with a thin scattering of live coals, and the sight of him moving swiftly from barrel to barrel was in itself an entertainment, a man of many academic degrees applying his intellect to charcoal, seeing that each barrel had just the right heat, no more, no less. The tendency is to overload the half-barrels, causing burns and loss of moisture. One moderate-sized scoop of charcoal, spread over the bottom and the two metal shelf-like flanges is enough, but the supply must be carefully replenished from time to time with the preheated briquets, during the hour and a half of cooking.

**Grids covered each** of the half-barrels, and on each were laid 16 chicken halves, skin side up. The halves were not permitted to touch. When a turning was necessary, a second grid was laid over the first and all the chickens turned at once (see picture). As the cooking progressed, the turning became more frequent.

For the first 50 minutes, turning and light salting were enough. When

*(Continued on page 63)*

PHOTOS: JOE CLARK, BLACK STAR

**COLLEGE-DESIGNED** barbecue equipment includes oil drum halves (cut the long way) on welded legs, and double grids that allow whole batch of broiling chickens to be turned at once.

**LIP-SMACKING CLIMAX** highlighted Manchester's mass picnic, as crowd devoured a ton of chicken, 200 dozen buns, 50 pounds of butter—to earn fence-building fund over $1,000!

**TURN 'EM AND SALT 'EM LIGHTLY** for the first 50 minutes, say Michigan State's experts; then "paint" chicken halves with butter till done. Total cooking time: about 1½ hours.

**TROPHIES won by Walter Reuther and brother Bob in high school at Wheeling, W. Va. They went on to win new trophies: Ford, General Motors contracts.**

**BEFORE. Union work was perilous in 1937. Here are Walter Reuther and Richard Frankensteen, former UAW official, after a losing fight with Ford employes.**

# *Walter Reuther: where IS he going?*

## He hopes to lead United Labor, and maybe be President of the U. S. The guaranteed annual wage is just the beginning; wait till you hear the rest

By Victor Riesel

VIRTUALLY all of Walter Reuther's enemies, but none of his friends, believe that he will someday be President of the U. S. His friends don't know what to believe, for they don't think they really know this pile-driving redhead who sleeps little, drinks less, never smokes, seldom sees a movie, works 18 hours a day and relaxes over a week end by polishing off a 20,000 word report or outlining a booklet on some menace or other to world peace and democracy.

At 47, the Detroit dynamo has become the most discussed labor leader in any corner of this hyperthyroid globe. Reuther's victory in the automobile city has won for him the reputation of being the country's most successful labor leader. His Guaranteed Annual Wage—which is neither guaranteed, nor annual, nor a wage, for the moment (but which does embody the principles Reuther wanted to establish)—has caught the imagination of millions of workers. It has made him a household word and a country club conversation piece.

He is being hailed by some as a latter day John L. Lewis and denounced by others as a menace and a Socialist—and not a creeping one either.

He has been discussed in the somber lexicon of the London *Economist*; he has been profiled, analyzed, biographed, interviewed, televised, tape recorded, and screened.

But still a shining shield of mystery keeps him an enigma.

**What is Walter Reuther like?** What does he want? Where is he going? And will he get there?

What's he like? Well, you get to know a man best by the hobbies he keeps and what he heads for on the London Strand, the Champs Elysées, the streets and cafes of a dozen foreign cities far from home. We all have our own personality meter. These "habits" make up my measuring system. They're as good as any I've ever found—especially in all the years of covering Walter Reuther, his union, the CIO and those who work with him.

It works in Reuther's case. Many years ago Reuther told an interviewer that his hobbies were "swimming and drawing up economic and production plans." This could make for a lovely Sunday afternoon—for Walter Reuther. And it has, just as it has made for headaches for American industrialists.

Soon enough Reuther gave up swimming to devote all his time to drawing up plans. That must have been about the time Walter and brother Victor bought some bicycles and headed for Europe. Because they were going to do the Continent on wheels, the boys got their pictures in the papers and some sage words, too:

PHOTO: WIDE WORLD

**AFTER. Today all is peaceful during union-management negotiations in auto industry. Here is Reuther announcing the GAW pact with Ford, which launched a new era in industrial bargaining. Not even harsh words were exchanged during tense negotiations.**

"We are going to study the economic and social conditions of the world . . . not the bright lights." And so it has been.

**Reuther's only bright lights** have been midnight Mazdas over books, plans and global reports. To understand why this came easy to Reuther, one must have sat in an old Socialist Party Branch or "circle" (club) of the Young People's Socialist League. Reuther did for a while, some 25 years ago. These rooms were not smoke filled (for few could afford a pack of cigarettes, much less a cigar), but they were miasmatic with swirling plans—for a guaranteed annual wage, for a 30-hour week, for production for use and not profit, for industry councils on which labor would sit, for all types of strikes and labor strategy, and for battling the menace of The Machine.

These almost prehistoric Socialist groups broke up into factions and fractions. As they slivered, they ran spontaneous debates. They got to know the intricacies of short-order argumentation techniques. They developed source material and statistics which were always at their fingertips. They maneuvered and outmaneuvered. They became expert tacticians. All this was their diversion while the industrialists of today were reading Omar Khayyam to gals in parasols or giving out with the *Whiffenpoof* at Ye Olde Sugar Bowl in ye olde college town. The only class struggle the future businessmen knew was intramural sports.

Thus, when Walter hit the auto city circuit after returning from Europe, he could get off a speech on abundance and freedom's future and the impact of the distributive system on the economy—and read a newspaper at the same time.

**Reuther was a long time** coming to those eight days in Detroit when the Ford Motor Co., and the General Motors Corp., granted him a form of pay during layoffs. He had been talking of an annual wage for two decades or more. He had written *Why an Annual Wage* as far back as 1945. He had talked about it until everybody began to believe it somehow inevitable. Newsmen and industrialists were amazed when Reuther could answer even the most intricate questions about GAW—at length—and get up arguments such as "Why should an executive get a guaranteed yearly wage and not a $4,000 a year assembly line worker?"

Is security from fear too good for Americans? he would argue. But this Utopian talk didn't keep him from being a shrewd bargainer. After the smoke and the razzle-dazzle had died down in Detroit the first week in June, one thing suddenly was clear:

*The auto union and the industry leaders have not signed for a guaranteed annual wage at all. The companies have simply agreed to pay any worker they might lay off anywhere from $2 to $25 a week, for the first 26 weeks in addition to what the worker was getting from the state unemployment insurance agencies.* AND if this is illegal—and those state laws which prohibit an unemployed worker from drawing public and private benefits at the same time could not be changed by June 10, 1957—then the whole deal was off. *This is*

*(Continued on page 59)*

# Those amazing TEEN-AGERS

By Harry David

"CUBE—A SQUARE IN 3 DIMENSIONS."
You won't be one after you read this.

STUDIED INELEGANCE. To spare clients the work of scuffing new shoes, one manufacturer advertises "Dirty Bucks."

DRAWINGS: ARTHUR WALLOWER

**GOING STEADY. Four out of five high schoolers approve. And sometimes paper-clips show who's going with whom.**

**BARBERSHOP BOOM. Hep kids pay extra for Mohawks and flattops—and up to $5 for a wave-set "Ducktail" or D. A.**

## *This late report by Lester Rand's 1,800 teen-age pollsters will "clue you" to what's "hyper"—that's more super than dooper*

MAYBELLE is 15, pert and popular with the teen-age set in her Arizona town—but with no effort at all can make her parents speechless. That happened one day last May when Mom found her in the kitchen scuffing new $12.50 shoes with coarse sandpaper.

"They're still kind-of too much goodish—but this," cooed Maybelle as she reached for a breadknife, "will make them *absotively glurpy!*"

Mom gasped. So did moms everywhere as the scuffed-shoe fad, seemingly ignited by spontaneous combustion, flared coast to coast.

Parents were flabbergasted. Not so Jack Sandker, a manufacturer of footwear in Boston's Back Bay. Sales of his pre-beat-up shoes, advertised as "Dirty Bucks," contributed tidily to the $3½ billion (more than U. S. Steel's annual gross) spent last year by young Americans.

That figure is an estimate—but a seriously studied one, made by an ex-teen-ager, now 29, named Lester Rand. Within five years Rand has become the Dr. George Gallup of the adolescent world. To his Youth Research Institute in New York City come reports on juvenile whims gleaned by 1,800 young eager-beavers he has spotted over the land.

"They tell us a lot, but we can't predict what kids will do next," he confesses. "Any youngster's foible today may be a fad tomorrow."

Foibles and fads spring up like mushrooms in what Rand calls the twilight zone between childhood and maturity. Sparked by the instinct for self-expression and a new craving for social acceptance, youngsters experiment freely. The results can be bizarre and bewildering to the "archaics"—the ancients of 21 years or older.

When Willie emerges from a barber-shop with head sheared skin-tight save for a tufty ridge on top, adults at home may scoff and scold. Such recognition from his elders is welcome, of course, but what really burnishes Willie's adolescent ego is imitation from his peers—other Humphrey Bogarts (you know, rough he-men).

Girls can be just as zany—or zanier. Maybelle, let's say, lets a fancy garter slip to her ankle, approvingly eyes it in the mirror, and wears it to school. The boys think it's "sharp," or to use the latest, "frantic." So then do other girls. They get "many, many funs"—that's still their language—as they stroll through the corral (school yard) to the miniature pool room (ice cream parlor to you.)

**The news spreads** by juvenile grapevine—letters, movies, newspapers and magazine pictures, radio, TV, and no one knows what else. That grapevine is a mysterious thing, but don't ever doubt it exists, nationwide. Soon Rand's lookouts will report the fad from Portland to Portland.

When boy and girl collaborate, they really innovate! It's the old mating instinct at play. But if mom and dad have forgotten the hearts they carved on the birch down by the old mill stream, they'll think it silly for "steadies" to carve their initials in the instep of each other's shoes. Or to exchange locks of hair for book marks. Or to parade boldly down Main Street with their wrists linked by chains of paper clips.

A yellow ribbon around a girl's ankle tells the sophisticated teen-age world that she has one boy friend and seeks none other. If it's blue, she and he have had a smash-up. If red—well, she's looking for a new dreamboat!

**Jingly phrases** tinkle pleasantly in juvenile ears. "Give me an eyeball" means "read this," and if "it tears me up" the reaction is one of favor. He who smiles seldom is a "glue face." It's bad to be a "square" but much worse to be a "cube" because then you're a square in three dimensions which makes you definitely "3-D"!

**"Epidemic lunacy"** isn't the term for it at all, says Rand. He thinks of juvenile foibles and fads as part of the growing-up process. Adolescents are breaking from the sheltered security of childhood and seek self-reassurance within their social group. But also, through their fads, they are probing

(*Continued on page 52*)

# *Five steps the experts use to turn a mangy crabgrass patch into a...* million

By Charles Hallowell
*Regional Director, Green Section, U. S. Golf Association*

ALL spring your lawn was a rich green carpet, but now, in midsummer, it's spotted with ugly brown.

What's wrong? Crabgrass, plus lawn malnutrition.

Cheer up. The odds are good that you can have a pretty lawn again by the time fall rolls around. Without great expense or work, either.

You see we've learned much about lawn culture in the last few years. We know now that for a lawn you can brag about, you need to: *feed it well, mow often, aerate the soil, spray for weeds and reseed.* I've listed them in order of importance, but first let's talk about sprays.

***There's good news in crabgrass killers. In limited tests last year, a chemical called disodium methyl arsonate (sold as Artox, Sodar, Crab-E-Rad and others) knocked out crabgrass with not more than two sprayings. Didn't even brown the grass temporarily. You can apply it right now, when crabgrass plants are big.***

Up to now we've been using three types of sprays to control crabgrass:

First, the "pre-emergents" (like Crag Herbicide 1) that kill the sprouting seed. You should start using these by May 1, and make four or five applications at three-week intervals.

Then those that kill the crabgrass plant in its two-leaf stage (phenyl mercuries like PMAS and Scuttle). You apply them at ten- to fourteen-day intervals for four or five times. They're slow actors and discolor grass for a time.

Finally, the sprays that kill full-grown crabgrass (potassium cyanate and sodium arsonites like Zotox, Crabgrass Weed Killer). They act fast, but sometimes injure bluegrasses, bents, and fescues if unevenly applied, or if soil is dry or temperature in the 90°s.

**The new arsonite spray** looked excellent in last summer's test, though it's too early to say for sure how good it is. On small crabgrass plants in my own lawn I used it at half the prescribed strength and got a complete kill.

Best of all, it's a safe chemical. The only damage I've seen was when it was applied with a watering can at double the prescribed dose. It has no effect on germination; you can spray right over newly seeded ground.

You can apply the new arsonate now (or as soon as you see crabgrass). Start with a light dose if the crabgrass is small. Make sure that you cover all parts of every undesirable plant, since the chemical kills only what it touches. To be safe, give the lawn a second spraying in three weeks.

Don't expect to see immediate results, though. It will take a week to ten days before the crabgrass begins to die.

In small amounts the chemical will cost about $1.50 per 1000 sq. ft. If you can't find it at your garden, seed or hardware store, order from Vineland Chemical Corp., Vineland, N.J. (the originator).

More important than spraying, though, are fertilizing and mowing.

• • **Feeding the soil** is far and away the most necessary step in lawn care. In fact, if you fertilize well, you likely won't need to spray or reseed (or at least not much). Lusty, thick grass shades out the crabgrass and kills it.

Apply 20 pounds of a balanced fertilizer in very early spring, again in late August, and again in mid-October. That late feeding helps grass store up resources for winter.

• • Mow often. That's not what you generally hear. But research shows that if you take off more than an inch at a time, grass gets set back. Destroys too much of the leaf factory. So don't mow off more than ½-inch to ¾-inch at a time.

Keep the mower set to cut at the same height, too. Don't cut higher in hot weather—as you often hear. The exception is when you return from a vacation. Then you set the mower so you take off a half-inch at a time, adjusting until you get it back to normal height (generally 1½ to 2 inches).

If you mow this way, you won't need to rake and collect the clippings.

• • Aerate the top two or three inches of soil. Grass roots seem to need air as well as water and food. Often sod gets so dense that all three have difficulty reaching the roots.

On a small lawn, you can poke holes in it with a pitch fork or spading fork. If your yard is good size, you'll need an aerifying tool (a cylinder with spoons on it that you pull like a roller). Along the holes, new feeding roots will form, will strike deeper into the earth.

• • Spray weeds. (Don't forget that 2,4-D will knock out broad-leafed weeds.)

• • Reseed the bare spots. Early September is a good time. Sow a good mixture, one recommended by the Agricultural Experiment Station of your state. (Your County Agent at the county seat can tell you what it is.)

Ask about the hybrid strain of red fescue, Pennlawn. It may be suitable for your area. Check with your County Agent on Merion bluegrass, an improved strain that makes a dense turf when used alone. Seeds of both are still expensive, so check before you buy. Both are excellent, though. **End**

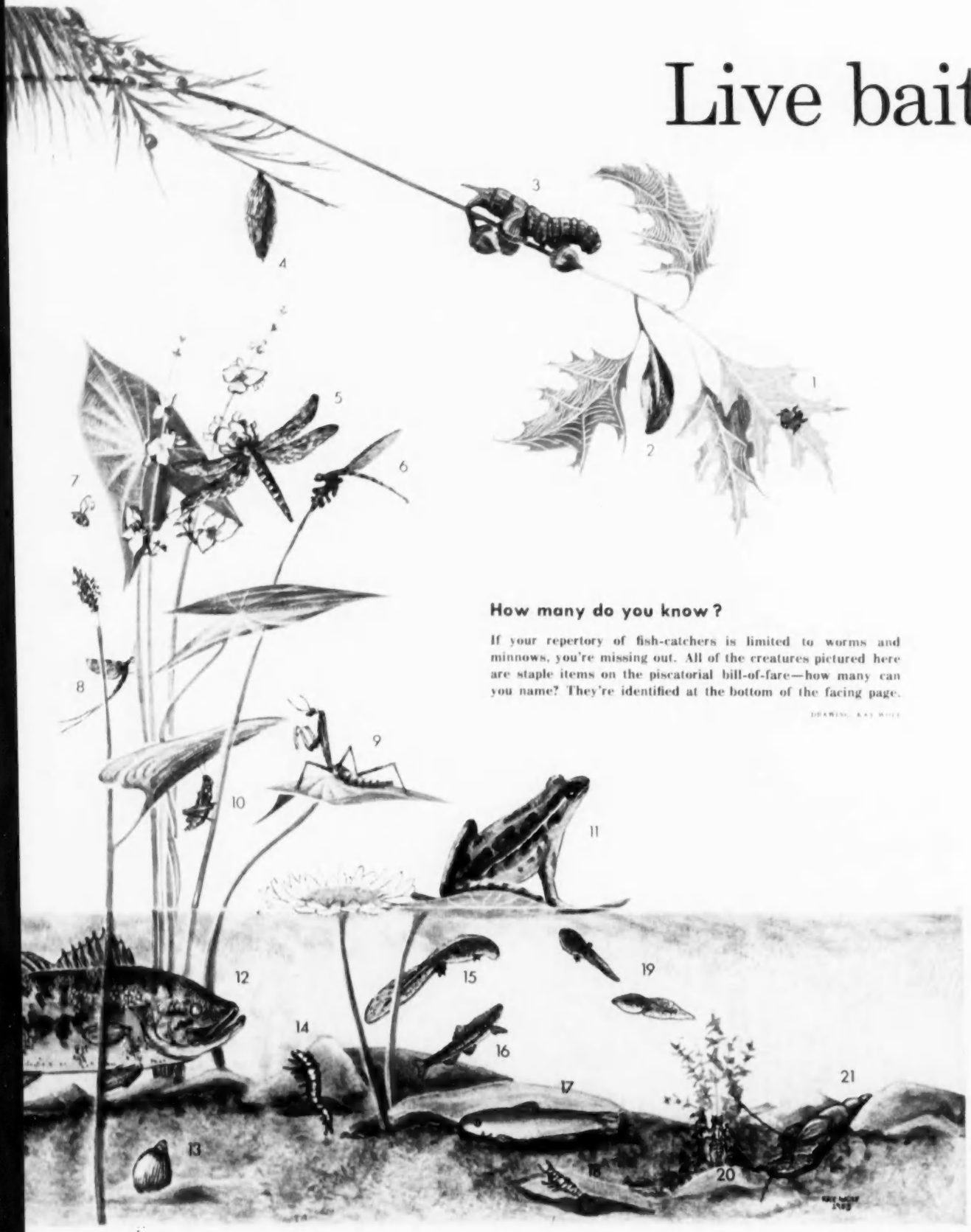
**GRASS RESEARCH is a science. Ten herbicides were tested last summer at these Penn State University plots. Some ten scientists have PhDs in turf culture.**

# dollar lawn

SIX WEEKS LATER, crabgrass is dead; bluegrass has sprung up, rich and dense —wasn't even browned by the new crabgrass killer. Author's demonstration lawn was George Kranich's, Jenkintown, Pa. Untreated lawn behind walk is still brown.

AUGUST, author sprays crabgrass, fertilizes.

# Live bait




**How many do you know?**

If your repertory of fish-catchers is limited to worms and minnows, you're missing out. All of the creatures pictured here are staple items on the piscatorial bill-of-fare—how many can you name? They're identified at the bottom of the facing page.

DRAWING: RAY WOLF

# —the lure that nature made

## If fish won't look at your flies, plugs, spinners or spoons, don't give up—just give 'em what they eat!

By Bill Wolf

WHAT would you do if you lost your bait while fishing, or discovered on arrival at the fishing hole that you had left your entire supply at home, many miles away? Have you ever run short when the fish were biting too well and wondered where you could get more bait—in a hurry? Or have all the minnows in your bait bucket ever died en masse on a hot summer's day?

Despite the popularity of fly casting, plug casting and spinning with artificial lures, much of America still fishes with bait. Some fish won't take anything but live bait. Sometimes water conditions are such that game fish shun that colorful array of artificial lures in your tackle box. Many anglers frankly prefer to use bait. And, sooner or later, all bait-users hit one of the snags mentioned. If it happens to you, however, don't quit fishing.

*There's live bait everywhere if you know where to look.*

I ran into a typical case along a Pennsylvania stream one day. The man was red-faced, sweated and angry from turning over rocks in a futile search for worms, and from running after super-elusive grasshoppers. He had lost his worm-filled bait box somewhere along the brushy bank. When I met him, he was about to give up in disgust.

Because I was using artificial lures, I had no bait to share. But I took a square of cheesecloth (always carried for such emergencies in my canvas shoulder bag), found two sticks for handles and made a small net. We went upstream to where the creek rippled over a rocky shallows. I held the net to the bottom while he turned over rocks a few feet upstream from me, and the current washed the tastiest fish-food in the world right into the cheesecloth net.

In a few minutes, he had a dozen hellgrammites and small crawfish, both far better baits for the bass he sought on that hot July day than the worms he had started out with!

If the hellgrammites and crawfish hadn't been available, there were other baits within arm's reach. It is possible to find bait—and *good* bait—almost anywhere, anytime, in winter or summer. You just need a little knowledge of odd bits of natural history.

Take the worms and grasshoppers which he had been trying vainly to find. He was licked before he started, because worms don't live where he was looking, and grasshoppers are difficult to catch at the time of day he tried. That latter statement isn't a joke—grasshoppers and crickets are active and hard to corner on a warm, dry afternoon, but are sluggish when the grass is wet with dew in the morning, or after a rain. The flying 'hoppers don't even fly then.

It doesn't pay to hunt worms along a stream or on the banks of a lake because the soil, usually sandy, doesn't support many, and those found are so scrawny that they can't be put on a hook. Earthworms are most abundant in moderately rich, moist soil, and it usually is necessary to go some distance from the creek to find this.

**There are a few tricks** to gathering worms, however, before you start a fishing trip. We'll skip the obvious method of spade and elbow grease, and go after the nightcrawlers as I have many times. The moist lawn around your home is the best hunting ground. Nightcrawlers (largest of our worms, and called dewworms in some sections) are shrinking violets, shunning light and vibration. I equip myself with a flashlight and fasten red cellophane over the lens to dim it. Then I walk lightly out on the lawn at night, use the light as little as possible, and grab quickly. They don't crawl around—but just emerge their full length from their burrows, into which they'll retreat if disturbed.

Long ago, I met a friend one March morning when the ground was still hard, although the streams were ice-free, to go sucker fishing, and he told me we would get our supply of worms on the way. I must have looked skeptical, because he explained quickly: "There's a barn on an abandoned farm near where we'll fish, and there's still a sizeable manure pile in the barnyard. It generates heat in decomposition, and you can dig worms from it on the coldest day in winter." He took a rusty old fork, dug down a foot or two and, sure enough, we had all the worms we needed in minutes. That was my introduction to the inelegantly-named "stinkworm," a small, red, lively angleworm that has caught many a sucker and trout in early spring before other worms were available.

**Minnows**—many varieties of them—are the most popular bait in America, next to worms, and if you lose your supply they can be replaced more easily than worms. The minnow-user who doesn't carry that ever-useful piece of cheesecloth is missing a bet. Work the improvised net upstream through holes in tiny brooks to catch them. (Just be sure you don't keep the young of game fish. Fish wardens don't like this.)

But what if you don't have a net, and still want minnows for bait? Sammy Lammoreaux, a friend who served as a fishing guide when I first angled in Pennsylvania's mountains, showed me what to do in such a case. He carried a big rock into the shallow, slow part of the river we were fishing, and dropped it with a crash on a large rock in the water. Then he turned over the bottom rock, and several small fish floated, belly up, to the surface. They were stone catfish, miniature members of the catfish family, which live under rocks. The concussion stunned, but didn't kill them. Before putting them in the bait pail, however, he took a fingernail clip

*(Continued on page 66)*

**ANSWERS 1, Japanese beetle; 2, Cocoon; 3, Tomato hornworm; 4, Bagworm cocoon; 5, Dragon fly; 6, Damsel fly; 7, Honey bee; 8, May fly; 9, Praying mantis; 10, Grasshopper; 11, Leopard frog; 12, Large mouth bass (he eats 'em!); 13, Pond snail; 14, Hellgrammite; 15, Salamander; 16, Black-nosed dace; 17, Stone catfish; 18, Stone fly nymph; 19, Tadpole; 20, Dragon fly nymph; 21, Crawfish.**

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***Mrs. Ruth Knight, Paris, Tennessee***

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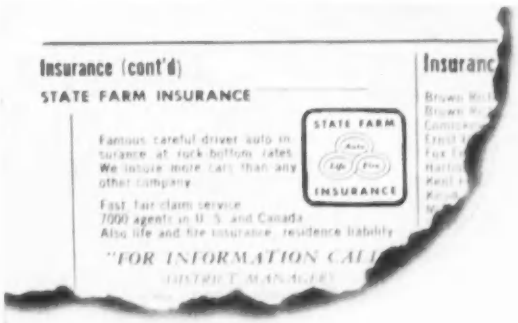


If your phone book does not list a State Farm agent, write directly to Dept. T-4, State Farm Mutual, Bloomington, Illinois.

# We have a speed trap

CLARK, BLACK STAR

**LEARNERS. Small town children are not "traffic broken" as quickly as kids in large cities. Accidents can happen fast when youngsters roam from quiet, safe residential streets to the busy thoroughfare nearby. They need careful supervision at first.**

*A village of 800 people answers the charge of "traffic milking" with courage and without malice: They run an "honest" speed trap*

By Frank A. Cooper

DO WE run a speed trap in Mayville, Mich.? Yes, perhaps we do. We maintain a strict local patrol in a village of 800. And we have a fast, plain **black** police car that is not painted like a circus wagon for long-range identification.

Furthermore, we employ a seasoned officer who isn't afraid to open the throttle wide. Our Justice of the Peace holds drumhead court at any reasonable hour. He assesses stiff fines plus court costs (which are the only income of his office). Using all the tricks of his trade, our officer "lays for" speeders at dangerous hours.

With two exceptions, our speed trap—if you want to call it that—has every objectionable feature condemned by motorists and automobile clubs. One exception is that warnings are ample. The other is that we arrest for safety—not for revenue. Big signs mark "Village Limits"; standard highway signs show speeds of 45, 35, and then 25 miles an hour for several blocks. We assume, therefore, that any motorist who shoots through town at greater speeds is either (1) not watching the road or (2) is driving too fast, willfully and deliberately, and asking for trouble. Furthermore, no driver is stopped unless he is doing perhaps 40 in a 25-mile zone, or unless he is reckless in crowds or heavy traffic. So we call our speed trap an "honest" one.

**We don't want,** and don't have, "pokey" traffic. We're against the long 15- and 20-mile-an-hour speed zones that still exist in some small towns. Such limits are ridiculous and are strong evidence of vicious and predatory ambush for profit. All decent officials condemn this "traffic milking." We hasten to say that State Police and auto clubs okayed our enforcement.

However, since we admit a speed trap, we would like to explain a dangerous and complicated rural traffic situation, common to most small towns, that justifies "honest" traps such as ours.

The territory around us is farming country. Some of the farmers are elderly—so are some of their cars.

# —and we're proud of it!

Not all, by any means, but some. Their maneuverability is limited for those reasons. Nosing into fast traffic from quiet farm roads, these older men are apt to drive unpredictably, miss signals, and do queer things. They are to blame, but they shouldn't be killed for it.

At the opposite extreme are our children. Here, too, we face a problem entirely different from that in larger cities, where youngsters become "traffic-broken" early. Our main highway is the only street in the village that carries much traffic. It's also our "business" street. The side streets are so short and so deserted that they are as safe as playgrounds. Toddlers play in big front yards and run back and forth across the road to friends. Maybe they shouldn't, but they do.

Inevitably, some of the more venturesome of our four- and five-year-olds stray down to our block-long business section. They are often permitted to go for cones and candy; but sometimes they just take off, as kids will do. They'll see playmates across the main highway, and, first thing you know, they dart over.

People living in cities don't allow speeds of 40 and 50 miles an hour on streets running through residential neighborhoods. Why should we? Our whole village is a residential neighborhood.

**Our speed trap is busiest** on Fridays and Saturdays when strangers are highballing through town—just when our streets are thronged with once-a-week shoppers, elderly people, children, and whole families. Such a situation is dynamite, yet that is when our officer is most damned because then he really clamps down.

Protection of pets is another concern. A pooch frolicking with kids is a part of the American town scene; a legitimate right of childhood. An 8-year-old girl throwing herself on a bundle of fur and sobbing, "My doggie, my doggie, my doggie," is a pitiful sight we don't like. We make no apology for protecting our children's pets.

We fine our local speed merchants heavily for violations. Really, we go for them more than for outsiders because they are always with us—always a danger. Our policeman really surprised the home town folks at first—and made them plenty mad when he gave them tickets. But once they got used to it, they stopped talking about firing him and decided they liked tough rules.

The charge is often made that villages such as ours "support themselves" by milking traffic. Actually, after a few weeks of strict enforcement, word gets around, and the pickings become slim. Gas station operators for 100 miles in all directions warn customers, "Watch out in Mayville. They're tough on speeders." Motorists who drive the highway regularly spread warnings. Truckers talk. That is just dandy with us.

We shed no crocodile tears over the fact that traffic fines almost support our one-man police department, which costs us about $6,500 a year, or one third of our annual village budget ($4,000 is salary and the rest, expenses). Why shouldn't fines be used in this way? Were it not for recklessness on our one busy street, our little village would need no traffic policeman at all.

**TEACHER. The key man in a well-run speed trap is a good cop. Mayville's Jack Laird is a well-paid professional from Detroit. He's tough, competent—and popular.**

**Our experience** convinces us that the conventional, elderly and ineffective "town marshal" is about the most expensive luxury a short-sighted village council can buy—though he may come cheap. Often he's so unable to apprehend anybody that it's laughable. Today's conditions call for a copper in a fast car who can overhaul the maniac who has shot through town at 70 miles an hour. We needed that, and we paid the price.

Our man, Jack Laird, is a professional policeman who retired from the Detroit police force at 52. He's competent and he has the guts to chase speeders. He wears an immaculate, well-pressed uniform. He's courteous and a gentleman, respected by everyone.

We recommend that other towns consider our experience before employing an amateur, elderly cop. He is costly at any price. A real police officer, on the other hand, not only can offer you some real protection, but he can help a town have self-respect as well. **End**

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PHOTOS: SCHUERE, BLACK STAR

**FLORIDA HOME—ON WHEELS!** Mr. and Mrs. Irving Fisher of Kansas City, Missouri, built a Florida home the easy way. Their trailer, permanently installed in a Miami court, provides them with an ideal vacation haven.

**HOUSEWIFE'S DELIGHT.** Mrs. Fisher makes bed in the cheerful bedroom of her trailer. Coaches come completely furnished—even to bedspreads, curtains and rugs. Professional interior decorators choose colors and materials.

**PORTABLE ROOM.** If pinched for space, trailerites can add extra room of lightweight aluminum. Easily dismantled, the room is stored in the coach when traveling. Mr. and Mrs. Edward Yokely chat in their Alum-O-Room addition.

**DREAM KITCHEN.** Like ships' galleys, trailer kitchens are marvels of built-in efficiency. Refrigerators, ranges, dishwashers and garbage disposal units are standard equipment in many mobile homes. The carefully planned kitchens are neat, compact and easy on mother's feet.

# Home is where you park it

*These dreamhouses on wheels have every comfort you want—and you can take them with you when you move!*

By Howard LaFay

NEWLYWEDS Jim and Grace Joyce of Parker, S. Dak., had a problem. Both were teachers and luckily had managed to get jobs in the same town. But living accommodations had them stumped.

Since their stay might be temporary, buying and furnishing a house was out of the question. As for renting an apartment, they felt it would be money down the drain when they moved—money spent and nothing to show for it. Finally they hit upon a solution: they bought a completely furnished, low-cost home *that they could take with them*—a trailer! Thus they could start "buying a home" while still fairly transient. If they wanted to buy a real house later the trailer would at least make a down payment.

Jim and Grace had joined some two million fellow Americans whose dream-houses are equipped with wheels. Trailers—or, as they are now more sedately called, Mobile Homes—are rolling off the assembly lines at the rate of 76,000 a year. Sales for 1954 alone totaled a whopping $324 million.

"Trailers" are no longer just something to haul behind your car on a vacation trip; nowadays they're more likely to be a home that moves only once a year. And a recent survey turned up the surprising information that 4% of all purchasers don't even own a motor vehicle to tow it.

Also revealed in the survey: The typical trailerite has an annual income of almost $5,000; every seventh trailer houses a college graduate; *70% of trailerites are so pleased with mobile homes they intend to live in them permanently!* At least so they think now.

**Many trailer buyers** are young married couples like Jim and Grace Joyce. Why? A. Lee Painter, president of the Mobile Home Dealers National Association, offers one explanation: "We've found that it costs at least $1,500 to furnish a three-room apartment. This equals the down payment on a completely equiped trailer." And as we said, when the remainder is paid off in three and a half years—at about $70 a month—you've got a down payment on a regular house.

There is, incidentally, a brisk market for used trailers. Dealers readily accept them in trade for newer models or buy them outright for re-sale. Trailers depreciate at a rate roughly equal to that of automobiles.

Elderly people take to trailer living like ducks to water. Not only does a trailer amply fill the housing needs of a retired couple, but its mobility enables them to follow the sun—wintering in Florida or California; summering in Maine or Michigan.

In fact, the world's largest trailer park, located in Bradenton, Florida, caters exclusively to retired oldsters. Amid palms and flowers, about 3,000 people spend the sunny autumns of their lives there in an atmosphere of activity and congeniality.

**Today's trailers** are a far cry from the crude, slap-dap coops of 20 years ago. Modern coaches are sleek and streamlined. Standard equipment includes ranges, refrigerators, radiant heating, bathtubs, showers. Some newer models even sport air conditioning, washing machines and built-in TV. Interiors are completely decorated, even to wood paneling, attractive fabrics and wall-to-wall carpeting.

The living room of a typical 35-footer contains a studio couch and an easy chair, with one corner devoted to dining facilities. Adjoining it is a kitchenette. A sliding partition closes off the bath (tub, shower, toilet and washstand) and beyond it, entered by another sliding door, is a bedroom with double or twin beds, vanity and chest of drawers. Some models even manage to squeeze in an extra bedroom containing a pair of comfortable bunk-like beds. In longer models it's usually a choice between this second bedroom or more living room space.

Central heating is furnished by oil or kerosene stoves located in the kitchen area. Trailer camps provide convenient hook-ups for water, electricity and sewage; camps also furnish metal garbage cans, and pick up refuse several times a week.

Trailer dwelling is an adventure in compactness. Sliding doors, overhead and under-bed storage areas, and built-in furniture all combine to eliminate waste space. (In fact, if you're planning to build a small house you may be able to borrow some good ideas from the trailer designers.)

Said one veteran trailerite: "When you first move in, things pile up till you don't know where to turn. But as soon as you learn to keep everything in its proper place, trailer living becomes the neatest possible way of life."

Through the years trailers have been stretching. In 1937 the 22-footers were the biggest sellers. Today the preferred length is 35 feet, with 50- and 55-foot behemoths selling briskly.

Prime reason for these dachshund-like proportions is the fact that most state laws restrict mobile homes to a maximum width of eight feet and a height of 14 feet. Thus, the demand for bigger and better mobile homes leaves the manufacturers only one direction in which to spread.

**Since most trailers** are semi-permanently located, a thriving market has sprung up in portable expansion devices. Sprawling, awning-covered patios increase the living space of many. Also popular are detachable living rooms and collapsible car-ports.

The increasing bulkiness of mobile homes has had one incongruous result. No longer does the average trailer owner just hitch up and take off when he decides to migrate to greener pastures. Chances are that he will call upon one of several trucking companies that specialize in hauling mobile homes.

How about raising children in mobile homes? Watching her two tan, husky boys cavort on the lawn outside her coach in a Virginia court, mobile-home wife Marjorie Clemens told me:

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**PLUM CONSERVE**

8 cups pitted plums
1 lemon
⅓ teaspoon salt
6 cups sugar
1 teaspoon cinnamon
1 cup raisins
1 cup shelled nuts

Wash, drain, pit and measure plums. Mix plums, pulp and grated peel of lemon, salt. Boil until soft. Add sugar, cinnamon, raisins. Boil until it thickens. Add nuts about 5 minutes before removing from heat. Pour, boiling hot, into hot Ball Jars; seal at once with Ball Dome Lids.

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"Our kids haven't had a sick day since we moved into the trailer. With living space so confined, they spend much more time outdoors than most kids—and that's good. Another thing, the closeness of trailer living makes them learn to get along with others."

A painful memory clouded Mrs. Clemens's eyes and her expression became harried. "But just don't ask me," she said hollowly, watching the boys dash to and fro, "what I do with them when it rains."

Depending upon size, trailers range from $1,600 to $5,000, with the average 35-footer costing about $4,500. The customary down payment is one third.

Through no fault of the dealers, the buyer takes something of a pommeling in financing costs—coughing up interest at a rate of from 9% to 15%. From a banking viewpoint, trailers are neither fish nor fowl. The low rates covering loans on automobiles or houses are not applicable to trailers.

Yet mobile home buying constitutes one of the best risks in the financial world. Less than 1% of borrowers have defaulted, and the repossession rate is very low.

The present financing squeeze will end if the Federal Housing Authority is authorized to insure mobile home loans. Such legislation may become law before long.

**Greatest bottleneck** right now is the lack of *good* trailer parks. Many a trailerite has been filled with disgust by the abysmal standards of sanitation in some camps. Also the ground rental may surprise you—at least it's an item to figure into your costs.

The Mobile Home Manufacturers Association, doing all in its power to remedy such conditions, publishes a list of approved parks (obtainable for $1 from MHMA, 20 N. Wacker Drive, Chicago, Ill.). Anonymous scouts roam the country, constantly checking and re-checking these approved places—which number less than half of the nation's 10,000-plus trailer courts.

Trailer life is not without its peculiar social problems. In many areas the feeling persists that trailer dwellers are somehow "undesirable." And some townspeople resent the fact that trailerites—who pay no property taxes—receive all municipal services at the expense of local property owners.

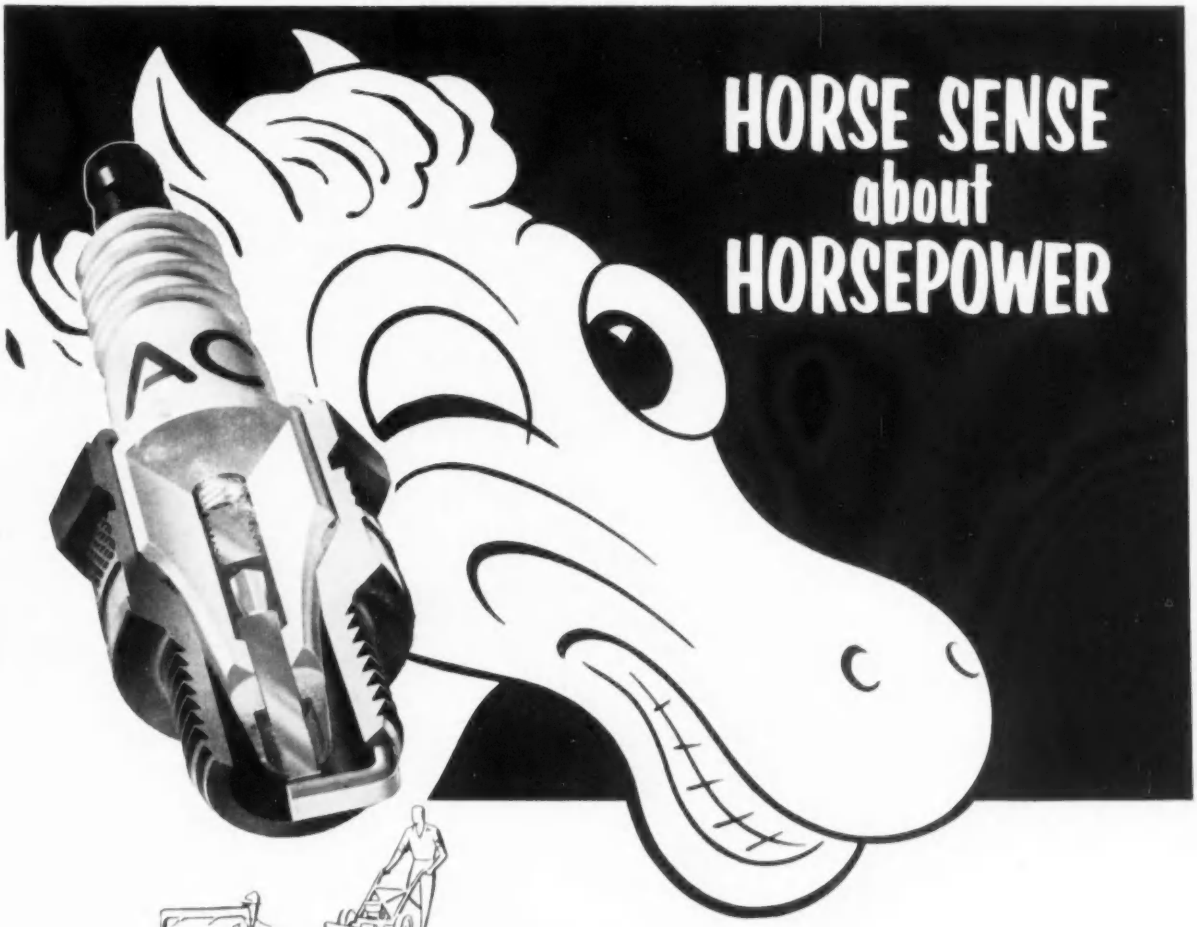
Irked by this situation, Fairfax County, Virginia, recently adopted a law limiting the number of trailers permitted in the county. Explained one official: "These people are like gypsies. While they're here we've got to enlarge all our facilities to handle them. For example, we've had to expand our school system to accommodate their kids. But tomorrow or next year they'll be somewhere else, and we'll be left with a lot of empty, useless—and expensive—classrooms."

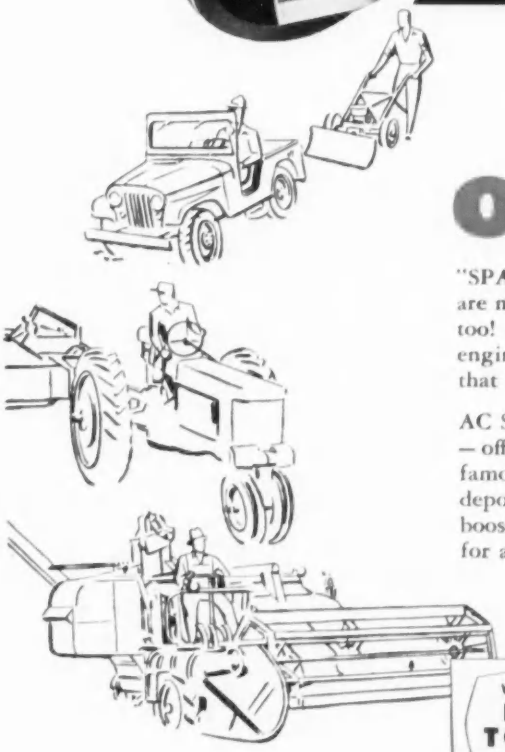
**Trailer dwellers,** however, are a proud breed. They are more than willing to pay their own way.

"Let them set up a reasonable system," said one Fairfax trailerite, "and I'll be more than glad to pay my share. As for being a gypsy," he smiled and pointed to his trailer, "I own more property than most people ever will. It just happens to be on wheels."

In an enlightened effort to reduce friction and eliminate inequities, the MHMA is currently sparking a campaign to re-write local ordinances so that trailerites will foot their just share of the tax bill.

In any case, trailer living, with its easy-going informality and built-in mobility, is here to stay. Among its most enthusiastic advocates is James Jones, author of the best-selling novel *From Here To Eternity* and a long-time trailerite. Says he: "Living in a trailer is a lot of fun. It makes you feel you're on a perpetual vacation, even if you're not." **End**



# ON THE FARM

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Electric skillets make

# COOL COOKING

Town Journal FAMILY TESTED

*Four homemakers of* Town Journal's *Family Test Group,* tell how they have hot food without a hot kitchen*

**BREAKFAST from an electric skillet is a treat for the Popeck family. Another of their skillet favorites is Corn Bread.**

BY ANN SATTER
FOOD AND EQUIPMENT EDITOR

I NEVER use my old frying pan any more. . . . Finally, I can sit down with my family for a pancake breakfast. . . . Bacon and eggs look just like a magazine picture when I cook them in my electric skillet. . . . It doesn't heat up the whole kitchen. . .

These are just a few of the things our Family Testers said about their electric skillets when we asked them about their small automatic equipment. Test Group homemakers who have this handy utensil use it for cooking literally everything, indoors and out. Some—like Mrs. Milton Miller, a California Tester—don't own skillets yet, but contributed recipes and ideas from their neighbors who do. One homemaker added, "It's next on my list to buy." Criticisms? Well, it *is* too small for a one-dish meal when there's a crowd.

The electric skillet recipes on these pages are favorites, tested and contributed by some of our Test Families.

**MOTHER AND DAUGHTER, Mrs. Frank Rea and Susan, 10, team talents to make Peach Upside-Down Cake.**

Heat controls on the many new electric skillets vary. That's why we give only approximate heat settings for these recipes. Refer to the recipe booklet that comes with your skillet for cooking temperatures for each food.

### *CORN BREAD*

**1¼ c. sifted flour**
**¼ c. sugar**
**5 tsp. baking powder**
**1 tsp. salt**
**1¼ c. corn meal**
**2 eggs**
**1¼ c. milk**
**6 tblsp. melted shortening or salad oil**

• Grease skillet. Set temperature control for medium heat.
• Sift flour; measure, sift again with sugar, baking powder and salt into a mixing bowl. Add the corn meal.
• Add eggs, milk and shortening. Beat by hand or with an electric mixer until smooth. Do not overbeat.
• Pour into skillet. Cover. Bake 30 minutes, until done. Top won't brown; bottom will. Makes 16 servings.

Mrs. Charles Popeck, Ill.

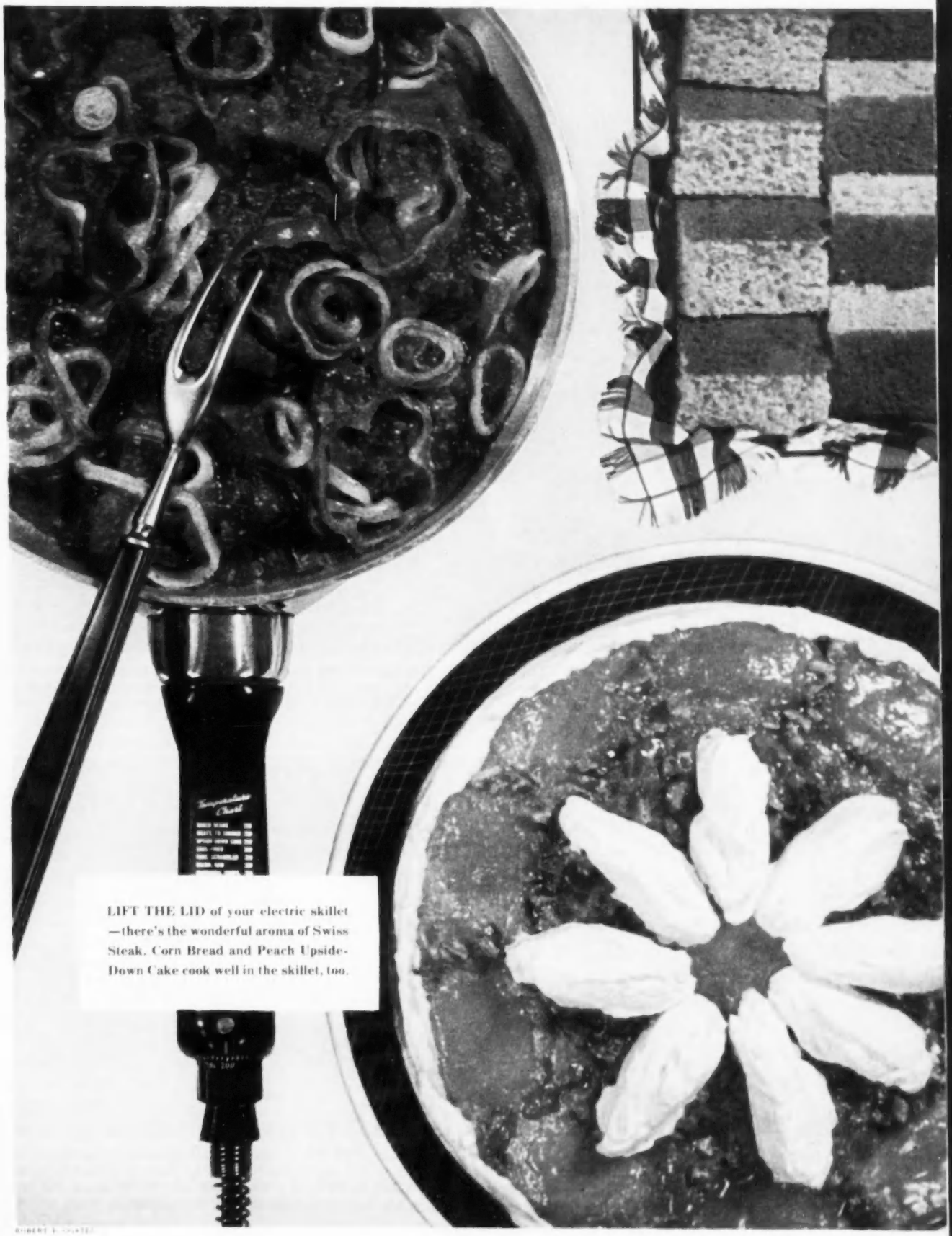
### *PEACH UPSIDE-DOWN CAKE*

**1 pkg. yellow cake mix**
**1 tsp. grated lemon rind**
**1 can (1 lb. 13 oz.) peach halves or slices**
**⅓ c. butter or margarine**
**½ c. sugar**
**½ c. light brown sugar, packed**
**2 tsp. peach sirup**
**¼ c. chopped pecans or walnuts**
**1 c. heavy cream, whipped**

• Prepare cake batter first (use regular or instant); mix according to directions on package. Add lemon rind.
• Drain peach halves or slices.
• Set temperature control for low heat.
• Melt butter; add sugars and sirup. Stir well. Spread evenly over bottom of skillet. Cut peach halves in two.

*(Continued on page 50)*

* *On page 50 there's more about our Family Test Group and the Seal you see above.*



LIFT THE LID of your electric skillet —there's the wonderful aroma of Swiss Steak. Corn Bread and Peach Upside-Down Cake cook well in the skillet, too.

ROBERT E. FOLATE

STRETCHING DOLLARS and muscles, too, Mary and Jim Wootton made almost everything in their first home: couches, tables, draperies—all of a quality they couldn't otherwise afford. Jim doesn't own power tools, so he took patterns to a lumber company, had wood cut there. With plenty of seating for guests, they entertain often. Here, it's the senior Woottons for a waffle supper.

PHOTOS: FRANK J. GAVNOR

ON A $500 BUDGET, students "buy" furnishings for their one-room apartments in the Center. Big items are $85 bed, $21 desk. Marilyn Jackson and Gayle Hayward know these colors are feminine; they'll know how to plan others, when husbands have a say.

SOFA TOOK $60 of furniture money budgeted by Bonnie Jo Nelson and Sheila Mallory; it was made in upholstery class. Dinette chairs have a living-room look worth paying $20 for; coffee table is a rearrangement of bookshelves shown at left.

**Utah's Home Living Center—where senior girls learn how to manage a home.**

# Making a home for two

*The kind of home you have depends largely on how much you spend for what—girls learn to make these choices in the new campus apartment house at the University of Utah*

By Kathryn Larson
HOME FURNISHINGS EDITOR

IT'S tough for new-marrieds to know what to do with slim, beginning budgets; to decide which furnishings to buy first, and how much to pay; to choose between necessities and nice-to-haves. That's why I want to tell you about a recent visit with bride-graduates of the University of Utah's Home Living Center. These young homemakers are wise with advice for other new brides.

You can see the home of one of these young couples, Mary and Jim Wootton, at the top of the opposite page. Pictures below were taken in the Living Center, in apartments like one that Mary shared with a classmate for six weeks. There, the girls learn something about furnishing and running a home for two on a budget, *before* marriage.

Best *first* buy, the newlyweds told me (and I agree) is a good mattress and box springs. You can set it up on a Hollywood frame (about $13) and later use it with a nice new bed. Unfinished chests stretch the dollars, too—and they have a future use, moved to Baby's room when you can afford new Mr. and Mrs. chests in the master bedroom.

Safe investments for the living room are a good-quality lounge chair, lamps, maybe a desk. But since this first apartment is temporary—and often small—couples were holding back on big-money items like sofas. With know-how from college upholstery class, they made their own, or re-upholstered an old one. If wedding checks permit a splurge, these brides all voted to buy for the kitchen. Those who work, treasure

**ROOM DIVIDER cost the young Woottons $30 to make. It separates the kitchen from the living room.**

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their electrical servants, because full-time jobs put a premium on time for cooking and entertaining. Small appliances rate as favorite wedding gifts.

Pre-marriage training helps new homemakers know how to spend their money best. Most college home economics students are taught to buy for future homes while living in small groups, in "home management" houses. But Utah has gone further toward making a true-to-life experience. There, girls live for some weeks by twos.

**The first week** in the Home Living Center, each "couple" furnishes an apartment—right down to the wastebasket—on only $500. They "shop" at the Center, from a central pool of furnishings. They choose between sterling silver ($31.24 a place setting) and stainless steel ($20 for service for 8); between $38 chairs, and $6 stack stools.

Fortunately, they have "exchange" privileges, that week. Many sadly return fine china, waffle irons, and electric mixers, when they see how easy it is to spend $500 on appointments alone, with no money left for bed or table.

Each "couple" learns to buy and cook for two on just $2 a day. And this money must stretch to include occasional guests as well as one budget-busting night out at a fine restaurant. They can't skimp on food, either. Menus are checked and graded by acting director of the Center, Harriet Taft.

Credit for this new way of teaching home management goes to Dr. Virginia Cutler, Center director. Her ideas were small when she first interested Salt Lake City's Sterling Sill in plans for a campus apartment house. Ideas mushroomed—but civic-minded Mr. Sill's talent for getting donations kept pace, and they built the $300,000 Center.

**Not every to-be bride** can have homemaking experience ahead of time, like Utah offers. But home economics courses in high school and college—anyplace—are of great value.

You can even teach yourself some of the lessons these students learn, on your own. Take this assignment, for example: visit down-town stores for an afternoon or two of pretend-shopping. Students who do this make reports of price-and-quality differences on all the things that go into the home. They go to salespeople for information, and collect pictures and prices of furnishings they want to own someday.

Keeping a scrapbook, one section for each room, is a smart idea—sort of a paper hope-chest. With prices listed beside pictures of things you want, you can see at a glance what you can afford, and what you'll have to wait for. You might work out a system: double-star necessities, only one star for nice-to-haves. If you plan how you'll use all your furnishings money before you spend any of it, you'll be more likely to get the home you want—without tears over money misspent. **End**

# Quick fruit punch *for a crowd*

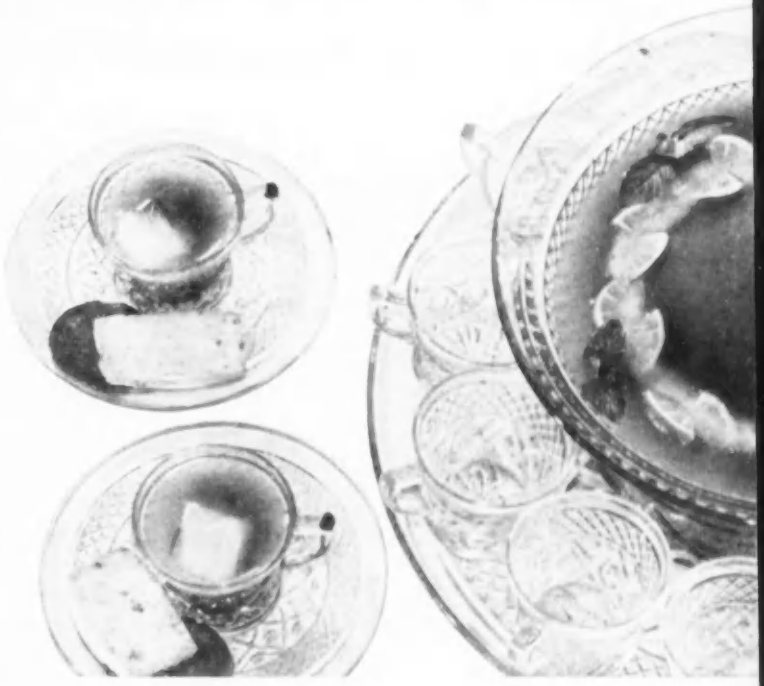
By Nancy Vaughn

*Fruit Punch*
(30 servings)

**1 can (6 oz.) frozen orange juice**
**2 cans (6 oz.) frozen limeade**
**1 can (6 oz.) frozen lemonade**
**1 can (1 lb. 14 oz.) pineapple juice**
**1 pint cranberry juice cocktail**
**2 to 4 c. cold water**
**2 quarts gingerale, chilled**
**1 quart plain soda water, chilled**
**Fruit: mint garnish**

• Empty frozen juices, pineapple and cranberry juice and water into a large container. Let stand until frozen juice is thawed; stir well.
• Pour mixture into punch bowl. Add ice cubes. Just before serving, gently pour in gingerale and soda water. Top with Fruit Ice Ring (see below), and sprigs of mint or other fruit garnish.

**Fruit Ice Ring:** Use any combination of lime, lemon or orange slices. Arrange in a pattern in the bottom of an 8-inch ring mold. Add water to cover fruit. Freeze. To unmold, loosen ring by dipping bottom of mold into warm water. Float on top of punch; garnish with mint leaves. **End**



By Carolyn Bishop Robinett

*Going to the mountains for vacation?*

*Then you'll want this quick mix and chart for*

# Baking at high altitudes

CAL BURNSTEIN

MOUNTAIN air makes hearty appetites—but it can play havoc with the baking you do to help satisfy those appetites. There's less atmospheric pressure in high altitudes; which makes baked goods rise high, fall, and become coarse and gummy—unless you adjust the baking powder you add. (Takes less than usual.)

When my husband, Jim, and I go camping in Shoshone National Forest, Wyoming (altitude, 10,000 feet), I take along a big batch of home-made mix. (See recipe below.) With it, I make biscuits, coffee cake, pancakes, muffins. . . . It travels in a covered container and needs no refrigeration when made with vegetable shortening. And I tape to the baking powder can the chart below.

I adapted the mix and variations from a formula developed at Colorado A & M College. If you want additional recipes, send 15¢ for Bulletin 415-A, *Quick Mixes for High Altitude Baking*, Colorado A & M College, Fort Collins, Colorado.

### *Basic Quick Mix*

**9 c. sifted, all-purpose flour**
**1 tblsp. salt**
**¼ c. sugar**
**2 c. vegetable shortening**

• Sift flour; measure, sift again with salt and sugar into large mixing bowl.
• Add shortening; cut mixture with a pastry blender or two knives until it resembles coarse crumbs.
• Store in tightly covered container. Makes 12 cups mix.

*Vacation Biscuits:* Combine 3 c. basic mix with baking powder (see chart) in a mixing bowl. Add ⅔ c. milk; stir just until moistened. Knead gently on a lightly floured surface; pat to ½ inch thickness. Cut into squares with a knife or in rounds with an empty tin can. Place on baking sheet or large piece of aluminum foil. Bake in direct heat of campfire or in a hot (450°) oven for 12 to 15 minutes or until done. Makes 18 2-inch biscuits.

### *Fruit-Nut Coffee Cake*

**2½ c. basic mix**
**Baking powder (see chart)**
**½ c. sugar**
**1 egg, beaten**
**½ c. milk**
**1 tsp. vanilla**
**1 c. brown sugar, packed**
**1 tblsp. flour**
**1 tblsp. cinnamon**
**¼ c. melted butter or margarine**
**½ c. light or dark raisins**
**¼ c. chopped nuts**

• Combine basic mix, baking powder and sugar in mixing bowl.
• Mix egg, milk and vanilla; add to dry ingredients; stir lightly. Spread half of dough in a greased, 8-inch square cake pan.
• Blend together remaining ingredients; spread over dough in pan. Spoon remaining dough over top.
• Bake in moderate heat of campfire or in a 350° oven for 40 to 45 minutes.

*Pancakes:* Combine 3 c. basic mix with baking powder (see chart) in bowl. Mix together 2 eggs and 1½ c. milk. Add to basic mix; stir lightly. Bake on hot griddle. Makes about 12 pancakes.

*Muffins:* Combine 3 c. basic mix, baking powder (see chart) and 2 tblsp. sugar in bowl. Mix an egg with 1 c. milk; add to basic mix; stir lightly. Spoon into greased muffin pans. Bake in direct heat of fire or in 425° oven for 25 minutes. Makes 12 muffins. **End**

### BAKING POWDER CHART

| BAKING POWDER* | ALTITUDE |
|---|---|
| 3/4 tsp. | 5,000 feet |
| 1/2 tsp. | 7,500 feet |
| 3/8 tsp. | 10,000 feet |

**Double action type, amount to add for each cup of basic mix.*

Family budgets have "growing pains" too! And how will you stretch *yours*, Mr. and Mrs. Home Manager, when you add increasing school costs to your other big, steady expenses? Why, you'll do it as you've always done, by watching all costs *together!* For instance, if you buy your next family car "on time", you'll want to determine the best way to buy with your General Motors Dealer who uses the GMAC Thrift-Guard Plan. Ask him how it guards your interest if your circumstances change. Ask about flexible Thrift-Guard terms that fit your income comfortably—helping you to avoid the budget worry of costly long terms you may not need. Ask how the Thrift-Guard Plan protects you even when you are away from home, through emergency assistance offered by over 270 GMAC offices across the United States and Canada!

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that has helped Millions
buy cars "on time"

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IT PAYS TO FINANCE WHERE YOU BUY YOUR CAR
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GENERAL MOTORS
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CAL AND DON YOUNG

**TEST GROUP MEMBERS and TOWN JOURNAL editors plan women's articles. From left: Mrs. *Frank Reck*, Mich.; Mrs. *W. B. Rawlings*, Penna.; Editors Mary Sheldon, Kathy Larson; Mrs. *Raymond Ross*, Texas; Editor Ann Satter.**

# "Test Families"

## *. . . what they mean to you*

Town Journal FAMILY TESTED

IN OUR story, COOL COOKING, you read about our Family Test Group. This group is made up of about 400 TOWN JOURNAL readers and their families, who serve you by sharing their experiences in homemaking and family life. They also test new products for you—use them in their homes and give their opinions.

The seal you see here will appear from time to time with TOWN JOURNAL stories and also on some advertisements. It means that the ideas in that story came from, or were tried out in Test Family homes. It means that a product that carries this seal has been pre-tested for you in homes like yours, and found to be good for the uses stated. You can rely on the kind of testing that Family Testers do for you because they are people just like you, or like the neighbors you count on most and have greatest confidence in.

Families with all sorts of interests and specialties are enrolled in your Test Group—in fact, that's why they were selected. In some families the homemaker is a really good cook, interested in helping test and develop good things to eat. Some are do-it-yourself experts. Others are enthusiastic about home furnishings, gardening, sewing, or other activities. Our editors consult with these families. We visit them in their homes; they visit us. The three homemakers in our photograph just recently spent two days with us to help us plan good, useful TOWN JOURNAL articles for fall and winter issues.

TOWN JOURNAL is always careful that anything it publishes is accurate, carefully checked, useful. Our Family Test Group furthers that service. So when you see our seal, you will know that the idea or product on which it appears has proved itself in American town homes.

Mary Sheldon

DIRECTOR, FAMILY TEST GROUP

## Cool cooking

*(Continued from page 42)*

Place quarters or slices around sides of skillet. Place extra pieces in center. Sprinkle with chopped nuts.

• Pour cake batter over fruit and nuts. Smooth with rubber spatula. Cover.

• Bake 30 minutes, or until cake tests done. Loosen cake around edge with spatula. Invert skillet over serving plate. Hold a few seconds, allowing sirup to drip from skillet.

• Serve warm with a spoonful of whipped cream; or let cool, cover sides with whipped cream. Put spoonfuls on top. Makes 8 to 10 servings.

Mrs. Frank Rea, Pa.

### *SWISS STEAK*

**2 lbs. round steak, cut 1-inch thick**
**6 tblsp. flour**
**2 tsp. salt**
**¼ tsp. pepper**
**4 medium size onions**
**6 tblsp. shortening**
**½ c. chopped celery**
**1 clove of garlic, minced**
**¾ c. chili sauce**
**¾ c. water**
**1 green pepper**

• Combine flour, salt and pepper. Rub mixture into both sides of steak, or pound it in with a steak hammer. Cut into 8 portions.

• Peel and slice onions. Preheat skillet; set control for medium heat. Add half of shortening, then add onions and brown lightly. Remove from skillet.

• Turn temperature control to high. Add remaining shortening. Brown steak on both sides. Set control for low heat.

• Add celery, garlic, chili sauce and water. Cover and simmer for 1 hour.

• Cut green pepper into slices. Add pepper and onions to meat. Continue cooking 30 minutes or until meat is tender. Makes 8 servings.

Mrs. M. D. Miller, Calif.

### *MEAT-POTATO HASH*

**6 medium size potatoes, pared**
**2 c. cubed, cooked meat**
**1 medium size onion, peeled**
**3 strips bacon, cut in pieces**
**1 tsp. salt**
**⅛ tsp. pepper**
**½ c. water**
**½ c. gravy (or use a bouillon cube plus ½ c. water)**

• Put potatoes, onion and meat through food chopper using medium blade.

• Preheat skillet; set temperature control at medium heat.

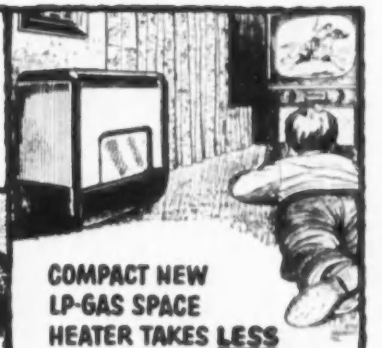
• Fry bacon until lightly browned. Add chopped ingredients and seasonings. Cook until well browned on bottom. Turn browned portion to top.

• Add water and gravy; reduce temperature control to low. Cover and simmer for 1 hour. Makes 6 servings.

Mrs. L. M. Hall, Idaho

**End**

# Did you know?



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# new bareness in bathing suits

## old friend in Tampax

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Even without the boon of swimming, however, Tampax would still be the ideal hot weather protection. It does away with bulky, irritating, chafing pads, and substitutes pure surgical cotton . . . firmly stitched cotton that's so soft and comfortable, you can't even feel it when it's in place.

NO BELTS
NO PINS
NO PADS
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Tampax has other advantages that make it appeal especially to fastidious women. There's no disposal problem, for example. Wearer's hands needn't even touch the Tampax during insertion or removal. *And there's no odor problem!* . . . Get your choice of 3 absorbency sizes of Tampax (Regular, Super, Junior) at any drug or notion counter. Month's supply goes into purse. Tampax Incorporated, Palmer, Mass.

*Invented by a doctor—now used by millions of women*


## Teen-agers *(Continued from page 27)*

the adult world by getting its attention and by experimentally discovering its disciplines.

Parents meet the problem head-on. Caught in the clash between the use-the-rod and "progressive" extremes of child-rearing, they're bewildered when their daughters start using cosmetics at 13. One out of 3 boys under 16 smokes and 3 out of 5 over 16 do. Of high school boys and girls, 4 out of 5 approve of going steady.

Why? To Rand, these and stacks of similar statistics in his files mean that youngsters, more than they consciously realize, are groping their way to adulthood. They imitate the grown-up world of which progressively they're eager to be a part.

Rand's advice to parents is not to invade the sacrosanct sphere of youth. Youngsters want adults to be adults—but up-to-date, of course.

"Learn and memorize names of new singers and stars like Perry Como, Stewart Granger, Eddie Fisher, and Tony Curtis," he suggests. "Shirley Temple? Why you're too young to remember her well!"

Teen-agers forever seek heroes—a fact loaded with opportunity for mom and dad. In the process of rearing children, a firm "No!" has its place if set off with good reasons. Junior may squawk or sulk—but deep in his male nature he scorns petunias (sissies) and respects firmness. There can even be a tone of pride in his voice when he tells the kids, "Dad says . . ." or "Mom thinks. . . ."

To get that tribute, there must be a build up. Rand thinks its formula is one part love and understanding, one part patience, and one part the ability to grin a bit.

**"We're interested in all fads,"** Rand says, explaining the business he has built up around the likes and attitudes of youngsters. "But we keep our eye peeled for trends. They can pay off!"

To big business the teen-age is the golden age. Among Rand's clients are Necchi sewing machines, DeSoto-Plymouth cars, Nestle candies, Ethyl gasoline, Du Pont chemicals, and large food and jewelry concerns. All are after those $70 million spent each week by America's youngsters.

Once the Donut Corporation of America came with a typical problem! Would school-lunchers go for a cellophane package of under-sized doughnuts? Rand needed a cross-country sampling, so sent samples to his samplers who sampled with gusto. After 4,000 interviews and 90,000 doughnuts, the verdict was in. Junior doughnuts are hyper—more super than dooper!

**"Don't underestimate** the power of the teen-ager," is Rand's advice to business. "Ripened by TV and movies, today's kids get older fast. Not only do they form life-time buying habits earlier, but because of generous parents and odd-time jobs they have more money to spend now."

That may be no revelation to parents—but it was good news to a Los Angeles savings bank. Rand's figure-diggers further discovered that 87% of 1,150 young Angelenos were saving some money, but 72% thought they should lay by more. So the bank's advertising dangled before youth the prospect of automobiles and trips to Mexico or Hawaii, and deposits from adolescents zoomed 38%.

It's a period of natural resistance—if not alienation—from adult control, one calling for understanding of youthful psychology. If you're going to get the kids to come your way, you've got to be smart. A jewelry manufacturer learned that the hard way. Sitting on his swivel chair, he dreamed up compacts featuring movie stars—the wrong ones, of course. He still has his compacts. And a photo-flash bulb maker will sell you cheap the snazzy photo albums he thought camera-conscious youngsters would like but didn't.

"Kids like to do what other kids do," is Rand's favorite explanation of their vagaries. "In that sense they're rigid conformists. But they're also experimenters uninhibited by adult habits and conventions. If a young leader starts something, others follow like sheep." **End**

### Where kids get their money

America's youngsters spend $70 million a week; here's their financial statement:

| | Earned at odd jobs | Allowance from parents | Total per week |
|---|---|---|---|
| Tykes and moppets | $ .30 | $ .40 | $ .70 |
| Sub-teens (10-12) | .67 | .62 | 1.29 |
| Junior teens (13-15) | 1.60 | 1.42 | 3.02 |
| Senior teens (16-18) | 4.20 | 3.22 | 7.42 |

Up to age 13, boy and girl capitalists buy much the same things—toys, ice cream and candy, comic books, and such. Then girls start spending heavily for cosmetics and costume jewelry. Boys' spending reflects their new interest in dating. Also from age 13, girls start spending more than boys—and never relinquish the lead.

G-E Freezer holds 525 pounds . . . yet takes less than 1 square yard of floor space!

# ENOUGH FOOD TO FEED A FAMILY OF 4 FOR 73 DAYS

**Here's a big** 15-cubic-foot freezer that's so compact it fits into even a *small* kitchen . . . stores enough food to feed a family of 4 for 73 days not including, of course, the usual staples and foods you don't freeze.

The new General Electric Freezer also gives you all these wonderful convenience features: juice can dispenser, ice cream conditioner that keeps ice cream at spooning temperature, two easy-freeze trays for loose-pack freezing, five refrigerated surfaces, deep Stor-well.

*And, every G-E Freezer has the same type of sealed-in refrigerating mechanism that has kept 3,500,000 G-E Refrigerators operating so efficiently for periods of 10 years or longer.*

Look in the classified telephone book for your nearest G-E dealer. See the complete G-E Freezer line. General Electric Company, Appliance Park, Louisville 1, Kentucky.

**Two in one!** In addition to the convenience features of an upright freezer, the compact G-E Freezer gives you the advantages of a chest-type freezer, too. G.E.'s Stor-well and baskets (above) provide 4.4 cubic feet for storage of bulky items.

*Progress Is Our Most Important Product*

**GENERAL ELECTRIC**

PHOTO: MILLS STUDIOS

PHOTO: MORLEY BAER

**LAYING A BRICK COURT** outside the back door is a family project—even the children can help. Cupboard for dishes or garden tools is a great convenience; louvered fence (left) gives breezy privacy. High-backed bench by the door turns into a table; chairs have pink cushions—a pretty color with brick.

**ON A SHARPLY GRADED LOT,** a retainer wall of concrete slabs, set like this, makes a backrest for wood benches. Floor under picnic table is paved with brick; it could be gravel or concrete. By late afternoon picnic-time the table is shaded by the house, but at midday it's a dandy spot for sunning.

# Your own "Summer Resort"

*Three months of good weather ahead—time to fix up a vacation spot a step away from your door*

**THE OUTSIDE OF THIS HOUSE makes one wall of the outdoor room. It's modern-looking, so furniture, too, is the same style. The owner, Architect Gene Requa, designed and made the low loungers, laced with white plastic cord.**

PHOTOS: MAX TAYLOR

HAVEN'T you often wished you could bottle up some of your vacation and take it back home to enjoy again? Maybe it's not such a far-fetched idea. Tick off the things you liked best. Of course, you'll include fishing, swimming, new sights, new people. But also just being outside, eating in a new spot in the open, lazying away the time in shady comfort? These things, at least, you can do in your own yard.

What you need at home is a bit of the glamor the resort people pamper you with. The feet-up comfort of a chaise longue, and at your elbow, a table for your iced lemonade. A sun umbrella, awning, or trellis to duck under when the sun's too hot. A paved or bricked area outside your door where the kids can play and keep clean after a shower. Graveled paths through your flower beds, so you can walk among rain-jeweled blossoms without squishing in mud.

And for a "new spot to eat," where can you find an easier-to-get-to place than your own backyard? As a veteran picnicker, you know how a listless summer appetite picks up under a blue sky. Charcoal cooking is extra-good, and there are many new roll-around grills like the one on our *Keeping Up to Date* page, to make a summertime chef want to show off.

We hope these ideas will help you fix up a good spot to loaf—where you can enjoy a vacation *every* day, all summer long.

**PERFECT CHOICE for a big Victorian porch: these cool, comfortable wicker rockers and divan. And for open-air dining, wire ice-cream parlor chairs, as romantic as a Paris street cafe. Furniture is painted white and cushioned with color, on the Paul Runyans' veranda. End.**

# Keeping Up-to-date

## IN YOUR HOME

WIRE SHELVES in these new kitchen cabinets roll out to put back-of-the-shelf items within easy reach. They are adjustable at different heights and can be interchanged with drawer units, so you can assemble the kind of storage you need now--and rearrange it later, as your needs change. By American-Standard.

"DO-IT-YOURSELF" PARENTS may be unwittingly exposing children to lead poisoning when they use toxic paint on toys and furniture that kids might chew. Paint that's safe to use contains no more than one percent lead, warns the American Standards Association. Their new safety standard limits and labels the lead content of paint that's safe for use on surfaces children might chew. Read paint labels!

REFINISHING OLD FURNITURE? You'll find all the answers in a new booklet that's unusually well illustrated. Write for Bulletin 23, "Furniture Restoration," 50 cents from Mailing Room, Stone Hall, Cornell University, Ithaca, New York.

DUNCAN HINES IS THE CHEF who's charcoal-broiling a juicy steak on the new portable outdoor grill that bears his name. The one pictured is a round, or brazier type, but the line includes oblong grills, priced from about $11 to $50. Also available is a Roto-Spit that turns automatically--operated by two ordinary flash-light batteries. Price for this accessory is about $13.95. The "Duncan Hines" grills, made by Hemp & Co., Macomb, Ill., are on display in hardware, sporting goods and department stores.

AND FOR A REAL SAVORY BARBECUE, new Hickory Flak smolders--to give food a hickory smoke flavor--but won't flare and burn food. $1 buys a 2-pound package, enough for 16 to 20 barbecues. Made by Outdoor Chef Products, 180 N. Wabash Ave., Chicago 1, Ill. In hardware and department stores.

NEW NOTE in musical fun is this 64-key portable electronic piano. It weighs only 75 pounds; is 39½ inches long by 21 inches wide. It plays through a speaker, on which you can control volume --or through earphones only, when you want to use it as a practice instrument. The piano also has a phono jack for attaching a record player to the piano's speaker system. Price, under $300. Write Rudolph Wurlitzer Co., De Kalb, Ill., for details.

A RED PLASTIC CAP for a 98-cent flashlight fits over light so it glows red in the night. To use when you don't want to disturb sleepers--or as a safety light on the highway. Flashlight and cap by Electrical Division, Olin Mathieson Chemical Corp., New Haven, Conn. Sold in hardware stores.

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# Firestone TRANSPORT B-112

## Heavy Duty Truck Tire

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**SAVE ON ALL SIZES**

Yes, you can buy a Famous Firestone Transport B-112 Heavy Duty Truck Tire at less than you would expect to pay for a passenger car tire.

The Firestone Transport B-112 is the highest quality, low-priced truck tire you can buy today. It gives outstanding performance on paved highways or gravel roads. The deeper, thicker tread of the Transport B-112 resists cuts and snags and it insures longer, low-cost, trouble-free mileage. The Safety-Tensioned Gum-Dipped* cord body is the strongest tire body built today. It eliminates tire growth and tread cracking; gives greater resistance to impact breaks and insures more money-saving retreads.

Let your Firestone Dealer or Store help you cut your truck tire costs with the Firestone Transport B-112 Truck Tire.

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to work FASTER BETTER for you!

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Top flips right off under your thumb! Snaps back on! Spill proof, too.

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America's favorite toilet bowl cleaner now works faster than ever. Makes stubborn stains disappear like magic. Disinfects as it cleans! Just follow directions on familiar yellow can. Safe with septic tank systems.

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SUITABLE Even for KITTENS
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Very first use of soothing, cooling liquid D. D. D. Prescription positively relieves raw red itch—caused by eczema, rashes, scalp irritation, chafing—other itch troubles. Greaseless, stainless. 43¢ trial bottle must satisfy or money back. Ask druggist for D. D. D. PRESCRIPTION.

Now you can spray
New 3-in-one Oil-Spra lubricates and forms a barrier against rust! No more messy rags—oily fingers! Sprays oil at touch of button!

"3-IN-ONE" OIL

# Quickies

*for easier homemaking*

**Lawn Saver**—Put a large jar lid under each leg of Baby's play pen to keep the casters from sinking into the lawn.—*Mrs. H. E. Pederson, Virginia*

**Garden Gloves**—To make ordinary canvas gloves soil- and water-resistant, brush on a thin coat of melted paraffin.—*Doris Jean Carson, Iowa*

**Labeled Herbs**—Stick a label on each of your herb jars to indicate herbs' use. For example: "Marjoram—with poultry, game, stews, etc."—according to your family's favorite combinations.—*Mrs. Harvin R. Lewis, Oklahoma*

**Self Help**—Paint the hooks of several wire coat hangers with red nail polish, and use these special hangers for children's play clothes. Eliminates discussion about what your child can wear to play, because he knows he can choose any garment on a red hanger.—*Doris S. McGinty, California*

**Linen Identification**—To make sure your own sheets are returned from the laundry, stitch a square-inch piece of print material that you will readily recognize, to the bottom hem.—*Mrs. Jim Carter, Illinois*

**Paraffin Tab**—For a pull-up tab to remove paraffin on jelly glasses, press a

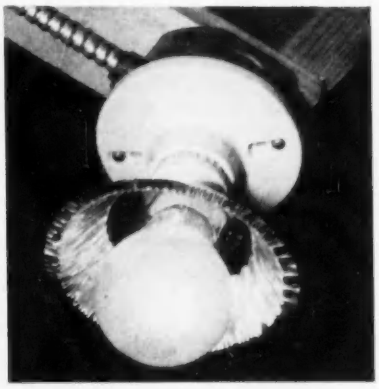
paper milk cap, with the tab up, into the top layer of paraffin before it sets.—*Mrs. R. L. Peeden, Ohio*

**Emergency Ice Bag**—Put a wet folded towel in an ice cube tray and freeze. Then tuck into a plastic bag. Makes a dripless ice bag.—*Mrs. Kathleen Castello, Louisiana*

**Wall Patch**—To cover a hole in plaster-board walls: Cut a piece of cardboard the size of the hole; then thread a string, knotted on one end, through a hole punched in the center of the cardboard. Fit the patch into the hole in the wall, and hold it in place with the string while you put on the plaster over the cardboard. Cut off the string when plaster has hardened.—*Edward Bruhl, New York*

**Refinishing Help**—When removing paint or varnish from a chair leg, place the leg in an empty, clean, food can partly filled with remover. Brush the paint remover up the leg. Surplus runs back into the can and isn't wasted.—*J. J. Jelik, Illinois*

**Improvised Reflector**—Get more light from a bare light bulb in your basement or garage. Cut a round hole in



the center of a small deep foil plate used in freezing. Slide the plate over the small end of bulb; replace bulb in socket.—*Robert Lloyd, Connecticut*

**Drip Catcher**—Prop wet umbrellas in paper drinking cups to prevent puddles on the floor.—*Mrs. Allean W. Skaggs, Kentucky*

**Disposable Glue Pot**—For minor glue jobs, pour a small amount of glue in a paper cup, then apply it with a pastry brush. Paper cup can be thrown away and the brush can be washed clean with water.—*Clyde Hostetter, Kansas*

**Soap Dispenser**—Place a hand lotion dispenser cap on your bottle of liquid detergent. It will prevent drips and help save the detergent.—*Mrs. John Hutzel, Georgia*

**Swimmer's Trick**—To help keep hair dry when swimming, wrap a 4-inch chamois band around your head above your ears, tuck hair well under it and secure with bobby pins; then slip bathing cap on.—*Mrs. Calvin Nolting, Iowa*

**We pay $5 for each Quickie we print. Send only original ideas, not previously published ones. Address: Quickies, *Town Journal*, Philadelphia 5, Pa. We cannot return material sent to this department.**

## Walter Reuther

*(Continued from page 25)*

*not even a semi-annual guarantee. But Reuther's foot is in the door. He has won enough so that his eloquence and his persistence can possibly convince all industry and the public and his people that the Guaranteed Annual Wage (pay by the year whether there is a year's work or not) is inevitable.*

**That is the terrific** Reuther public relations technique. And it is tied up with the practice of continually throwing new plans, new intellectual heat waves at the public as the old campaigns recede. Even as Reuther was fighting for the GAW he was warning labor about "automation."

For example, while only God can make a tree, we suddenly had Walter Reuther's word for it that man, specializing in automation, can make one faster, 40 years faster, and in any color.

Reuther wastes little time being whimsical in his reports. In what seemed like a bid for rural support for the GAW and next year's drive for a shorter work week at longer work week's pay, Reuther wrote last March:

"Douglas fir trees that normally grow to maturity in 100 years are now injected with chemicals and reach maturity in 60 years. Wood color is determined by chemical injection. In effect, we can grow green, blue, red, black or any color wood we wish. Old fashioned sawing of wood is replaced by radioactive waves which cut wood so cleanly as to eliminate the need for planing."

Nor did Reuther ignore the men who toil on the high seas:

"When a 600-pound tuna hits a hook, it is killed instantly by an electric charge and hauled aboard in a few minutes. Formerly it took three or four men several hours to land the fish. Electrically-charged fields of water on either side of herring nets irritate the fish enough to make them swim into the nets."

Here we have the first appeal for support of the non-factory worker, the first glance away from the magical industrial gimmicks such as the new mechanical eye that can count a million objects a second. Reuther knew all about such things. How? Well, I went up to see cherubic Norbert Wiener at the Massachusetts Institute of Technology four years ago. Wiener is the father of the electric brain—cybernetics he calls it.

He showed me some files and to my amazement there were some old letters from Walter Reuther discussing—you are right—AUTOMATION. I asked, how come? Professor Wiener explained that he had traveled across the country for years preaching the gospel of things to come through the science of cyber-

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5. . . . gives you full confidence to laugh, talk, sing without fear of embarrassment due to slipping plates.
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Won't life be wonderful with all these torments behind you? Be sure to be among the first to learn the glorious comfort of holding loose false teeth tight and snug with Poli-Grip! Buy a tube at your drugstore as soon as possible.

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**Many tried powders, found they failed!**
***Read what they say about this new way:***

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Mrs. T. W., Medfield, Mass.

"I find your new cream, Poli-Grip, very pleasant and mild-tasting and it holds my loose plates very tight, longer than anything I've tried."
Mrs. H. D. M., Bradenton, Florida

"I like the wonderful holding strength of your new cream better than anything I've ever used. I like Poli-Grip's refreshing taste, too."
H. B. V., East Canaan, Conn.

"I definitely prefer Poli-Grip to other products I've tried. It holds my plate tighter and feels comfortable longer. Poli-Grip is cooling, soothing, never gritty."
Mrs. K. L., Los Angeles, Calif.

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netics. He got no audience and no attention, especially from industry. While some businessmen didn't quite call him a nut, they weren't exactly rushing to hear him.

One man did. That was Walter Philip Reuther, who listened, spent time and had considerable correspondence with Wiener. Reuther grasped the technical as well as the political and propaganda implications of cybernetics. He foresaw the impact of something he was to call automation—not just on production, but on industrial relations, too.

Years later Reuther invited Wiener's assistant to talk to a CIO convention. The delegates had to sit through a speech on automation. But Reuther was building the record.

**So when you hear Reuther,** in the next two years, again calling for a shorter work week to ease up the impact of automation, that's how it started. Soon you will hear Walter Reuther demanding that "Congress obtain from employers information as to their plans for further installation of new processes and new machines designed to increase productivity and their plans, if any, to assure that such productivity is accompanied by expanded purchasing power. . . ."

Re-read those last few lines. See in them the basis for new demands for wages hooked to new automatic machinery—and wait for the headlines to begin reporting a new Reuther campaign for a share in the profits that come from automatic production, above and beyond what the worker himself produces.

After that will come the drive for Industry Councils—the type of boards which are ever-present in Reuther's plans. These industry councils will, of course, have labor representation if Reuther has his way, and the councils will govern industry.

Thus it goes, on and on. Reuther will test all the plans he discussed in his youth—and new ones he and his many skilled aides have picked up since. These will be 100-year plans for *A Total Peace Offensive*, or *Peacetime Full Employment and Abundance, Key to Freedom's Future*. There will be plans for the distribution of the Salk anti-polio vaccine, or for the solvency of the U.S. Treasury.

Reuther never wastes time on narrow scopes, or on lesser personalities. President Eisenhower offered to appoint a CIO man as Under Secretary of Labor in a Republican Cabinet even after Reuther had been the General's most bitter campaign enemy.

On Jan. 14, 1953 Reuther said disdainfully:

"The CIO is not interested in patronage. It will judge the Eisenhower Administration by its actions as they affect the welfare of the American people and not by the number of appointments which CIO representatives may receive to public positions."

This was said shortly after President Eisenhower had smashed precedent and had named an AFL officer, Martin Durkin, as the first labor leader to become a Cabinet member, namely the Secretary of Labor. Startled by Reuther's action, the Administration eventually set about wooing him, since it felt it had the AFL mollified. Labor Secretary Mitchell, who succeeded Durkin, delivered much more conciliatory speeches to the CIO conventions than he did to the AFL.

**You must judge Reuther** from all this as a dedicated man, identifying himself with Labor with a capital "L," seeing himself as labor's spokesman, the man at the head of The Crusade. On the other hand, it was AFL president George Meany who directed that references to a class struggle between capital and labor be stricken from the AFL constitution when it is finally rewritten for the new, merged AFL-CIO.

Yet no one can, it seems to me, strike the concept of class struggle from Walter Reuther's mind, his public actions, his plans or his public utterances. Without it and its jargon, Reuther loses the *leitmotiv* for all those many plans which were embryonic so many years ago.

Reuther believes that Labor is a class and needs a spokesman. He would not be the human equation, nor would he be Walter Reuther, if he did not believe that he will someday be that spokesman, with all the force which a mighty labor movement will have when it is 20,000,000 strong and is a powerful political machine.

**What will he do** with that voice and power if he gets it? There are many guesses. Some say he wants to be President of the U.S. Some say he wants to be America's roving ambassador to the peoples of the world.

Some say he wants a Socialist and corporate state which he will rule. His friends say he wants only to be the leader of American labor in due time.

Only one thing is certain. Reuther is a shrewd Saturday afternoon quarterback, if you don't mind my mixing my seasons. He spends the mid-week planning plays to pull the other side off guard. He keeps probing the opposite lines for weaknesses. And when he's found the soft spots, he'll pull every play in his book and push through as far as the other team will let him. That's for certain. To him the "other side" is American industry.

It will do the businessmen of America no good to be Monday morning quarterbacks. This boy trains all week all year. To stop Walter Reuther, industry will have to develop some experienced players and broken field runners of its own. **End**

# *How Dwight almost lost his leg*

*(Continued from page 21)*

and nourishing rather than fancy, but there was always plenty of it."

Edgar said, "We always served our meals family style, and we boys made a game out of eating. I remember that when we had fried eggs or some other thing that we particularly liked, we would slip a piece under our plate, out of sight, so that when the other boys had finished theirs, we would pull it out and exhibit it in order to make the others envious of the last bite we had saved.

"I remember also that pies were always placed on the table, uncut. It was the duty of one of the boys to cut the pie. Then all of the others had the right to choose before the cutter. I know we got so good at this that there wasn't the slightest difference in the size of any of the pieces; and even to this day I can cut a pie in three, five, seven or nine pieces without a variance of a quarter of an ounce in any of them; and of course the even numbers like four, six or eight were a cinch."

**"Dwight and I** both had to help with the washing," Edgar went on, and when Milton and Earl were babies, there was a part of their washing that wasn't any too enjoyable. We raised vegetables and some fruit. What Dwight and I used to do at Mother's request was sometimes take the horse and buggy and fill it up with tomatoes and beans and peas and sweet corn and eggs, and go up north of the tracks and sell it to the people who didn't have any gardens of their own. More frequently, however, we filled up a little red wagon with vegetables and hauled them, on foot, right up to the doors of our customers. To me, this was distressing. They would go over the vegetables we had to offer and select the nice ones—and pay us a meager price for them. Some would cast aspersions upon our produce. In a boy-like way, I resented that. I developed then a feeling that the railroad tracks separated the classes in Abilene—that those who live north of the tracks thought they were just a little better than we who lived south of the tracks. Being a little older than Dwight, I was probably more sensitive about this. I talked with him about it years later. He said that he never had any such feeling."

The purchase of toys and candy was a rare event in the Eisenhower home when the brothers were growing up. Yet the boys had their toys, and they had their candy, usually home-made. "Let's put it this way," Earl told me once. "If we wanted candy, mother sometimes made it. When Dad paid his bills at the grocery store, the grocery man usually gave us candy. But the habit in families today, of fathers bringing candy home to their children and mothers bringing in a little toy was, as far as I know, never a practice with us.

"If we had toys we usually made them. Dad and our older brothers taught Milton and me how to make toys. We made our own sleds out of wood; then we would take tires off wooden buggy wheels, which were steel, and we would wrap them around the runners of the sled. So we had excellent sleds."

**The boys had guns** and went hunting. Dwight, according to Earl, was the crack shot of the family, and frequently brought home quail, grouse, ducks and snipe. Earl told me Dwight taught him and his younger brother, Milton, to shoot, but exacted of them the chore of cleaning the game which he himself brought down, if they were to get their lessons.

Dwight, said Earl, also taught him once how to dive from a rafter, high up in their barn, head first toward the hay beneath, and then by turning a somersault in mid-air to land feet first. He tried to teach Milton, Earl said, and the first time Milton tried it he landed on his head and knocked himself out.

Edgar told of the flavor of boyhood fun in Abilene, when he spoke of Halloween customs.

"I don't think that we ever did anything that shocked Abilene, because we never got caught at it," he told me. "But we used to go out with the rest of the youngsters on Halloween and engage in pranks—like taking somebody's farm wagon apart and putting it together again on top of his barn. Or we might move his outdoor plumbing to a new spot; or take down a man's fence. These were things everybody expected to be done at that time; we didn't think of them as a crime."

**All the boys were so healthy** that an occasional illness in the home stands out sharply in their memories. One of the most illuminating of the family legends concerns a time when Dwight had blood poisoning from an injured knee. For a time there was a question raised as to whether his leg should be amputated. At Dwight's request Edgar, with whom he frequently fought pitched battles, stayed by his bedside for two days to protect him against any such surgery. Edgar told me this story, as follows: "Let me give you a little bit of our boys' early thinking," he said. "We were pioneers. We lived in a town that was filled with stories of the old rough and tumble cowboy days.

"So we believed that in order for us to get along in life, we had to be physically fit. We had to be strong. For anybody to lose his leg meant that he was going to be a charge on somebody, that he wasn't going to be able to keep his position in the family ring, that he wasn't going to meet the problems ahead like he could if he were whole."

"How old was Ike at that time?" I asked.

"I would judge that we were around sixteen," continued Edgar. "Anyway, he called me in and he said, 'Look, Ed, they are talking about taking my leg off. I want you to see that they do not do it, because I would rather die than to lose my leg.' I didn't know what the doctor was going to do. He was getting angry because I stayed by Dwight's bed and refused to let him operate. Dad and Mother, who distrusted surgery anyway, didn't know what to do. But, in view of my promise to Dwight, there wasn't anything I could do but stay there. So I remained in Dwight's room for about two days and two nights, and I saw to it that they didn't do anything with him except give him such medicine as they thought might be helpful towards fighting the poison. At the end of two or three days, by golly, we noticed that the fever had started down, and he began to open his eyes, and his mind cleared up, and he was all right. He recovered, fully."

**The frontier code** which the brothers absorbed in their early school days included a willingness to settle any arguments with their fists, and according to Arthur the second and third brothers, Edgar and Dwight, were so tough in their middle teens at bare-knuckle combat that they became champions of the South Side of Abilene against the North. One long fight to a draw which Dwight had with a North Side champion was remembered for years in their little town, the banker told me, as an example of sheer courage and endurance.

"It occurred when Dwight went to high school," said Arthur. "Every new school year, each side—the North and the South—selected its champion and the two had to fight it out with bare knuckles for supremacy. Edgar had

# *Abilene's "most historic fight"*

fought the year before and won. Now, it was Dwight's turn.

"Dwight was not as big and robust as he became in later life. His chest did not start expanding and his muscles didn't toughen until after he entered West Point. He was slender in high school, and he was not too fast. His opponent was thick-set, heavy and long-armed. The North Side was sure of victory. Well, there was one thing Dwight did have. He had Father's heart. He had Father's stubbornness. He could take it just like Father, take it and never whimper.

"The battle started after school hours on a vacant lot. The spectators formed a ring around the pair. Dwight's opponent was superior in strength and speed. Soon Dwight's face became a swollen and bleeding mass of flesh. His eyes and lips became all wounds. The blows kept raining on him. The boys were betting on how soon he would collapse. But he kept on, pushing against his foe, moving forward, landing some blows, too. Half an hour passed, an hour. Both gladiators began to weary. The marks of Dwight's blows began to show on his opponent's face. That face, too, became a bloodied mass. It was now a battle of attrition.

"As the fight continued, the spectators became rooted to their places, amazed at the brutal courage of the pair. But most of the admiration went for Dwight. He was supposed to have fallen long ago. The sun set and between puffed and closed eyelids and the darkness, they could hardly see each other. Still they continued to maul each other. Two hours passed. Dwight's opponent finally blurted out, 'Ike, I can't lick you.' Ike stammered back: 'And I cannot lick you.'

"So—it ended in a draw, and became the most historic fight ever held in Abilene." Arthur summed it up: "That was Father in Dwight. Beaten to a pulp. But never licked."

**Apparently Edgar and Dwight,** the two closest playmates among the brothers, unwittingly trained to be South Side champions by fighting each other to settle every argument. Edgar the older, remembers it this way:

"When I look back on our youth," he says, "I don't remember that Dwight played with any other brother as much as he did with me; but the occasion for a fight could be the simplest kind of a little thing. For instance, we might be walking with one another and he would try to trip me. Well, I would immediately slug him and then a fight was on. There was no animosity in our fights. We fought for the sheer joy of slugging one another. When a fight was over we probably thought more of one another than we did before it began. We were approximately the same size; I am twenty-two months older than he is, but age didn't make any difference; as long as he thought he could whip me he tried."

Milton told two significant stories about the attitude of David and Ida Eisenhower toward their sons' fighting. "One time two of my brothers got into a lively fight in the house and a neighbor who was there tried to intervene," he said. "Mother, without even looking at the two sons, said to the neighbor, 'Let them alone. Let them solve their own problems and things will be better.' Five minutes later, the two brothers were playing joyfully together, the fight forgotten."

The brothers' memories of their childhood fights have worked a certain skepticism in Dwight's son, John.

"Your uncles were quite a fighting bunch of individuals. Have you emulated them in that respect?" I asked the Major.

"I doubt that anybody could fight as much as they say they did," he answered with a broad grin. "The story has probably lost nothing in the telling."

**The religious training** which David and Ida Eisenhower gave their sons was reinforced through their early years by a discipline in which the switch was not spared. "Father was quite a disciplinarian and we had to toe the mark," Arthur stated. "For instance, we never dared to stay out after nine o'clock at night. We all had to get up in the morning when called. There was no staying in bed. Father meted out punishment to us when he came home at night if he thought punishment was needed. Mother usually reported to Dad what we had done that called for his action."

"I suppose that every social unit has to have an ultimate authority, and in that sense, Father *was* the ultimate authority," said Milton. "However, I remember from my own youth at home that there never was disagreement between Father and Mother. I never heard a cross word between them."

Earl also told of the way his parents handled him when he was six or seven years old, and informed them he was going to leave home and work for himself. His Dad, he said, just told him of the best roads to take to nearby towns, and the best kind of weather in which to travel. He also told the boy what town he thought there might be work in. His mother, he said, told him that when he got ready to go he certainly would want to carry a big box of lunch, and she volunteered to make him some sandwiches. He informed his parents, Earl said, that he wouldn't need any of their sandwiches; he could get along on his own from that time on. He walked about a mile to a nearby farmhouse and then thought better of his adventure. He had a hard time getting home by suppertime, but he made it. His older brothers, he said, were kind enough on that occasion not to kid him, because they had been through similar adventures at about his age, and knew he was all worn out.

**Uncle Chris Musser** related two stories to illustrate how President Eisenhower's boyhood exposure to necessary thrift affected his thinking in later life. "Once when Dwight was visiting here in Abilene, as a general," Mr. Musser told me, "he said, 'Uncle Chris, I'm sick of all these banquets. We're wasting food while a lot of people all over the world are starving.' Later I was with him at a banquet in Chicago. The waitress served the general a huge steak and he was puzzled by its size. He cut the steak in half and sent one half of it back to the kitchen."

"I think that being poor is a great heritage," said Edgar, "provided you don't sour about it, and thank God none of us were bitter about the fact that we were poor. It wasn't until we grew up and got to looking back at our boyhood that we realized just exactly how poor we were financially, but we were rich in one of the things that's greatest in life—and that was pure, unadulterated affection and consideration for one another."

**End**

**"Is it *Good?* Why it's been banned from our Boston Store!"**

## Chicken barbecue!

*(Continued from page 22)*

most of the surplus chicken fat had dripped off, men with saucepans and small paint brushes applied butter after each turning. (For those who prefer spicy seasoning, a barbecue sauce may be substituted for butter.)

To test when the chicken was done, Chef Zindell took hold of a half with clean white work gloves and twisted gently on the end of the leg bone. If it turned easily in its socket the bird was cooked—not before.

With 360 servings broiling gently away on the half-barrels and 100 more on the long low pit (now obsolete), we were ready for the crowd. Crews of men lined the two long serving tables, ready to dispense potato chips, relishes and buns. Iced Coke coolers containing plastic bags filled with spare celery, onions and carrot curls were under the tables. Over on the cement tennis courts, where tables were set for 400, the Jaycees ran the coffee, soft drink and ice cream counter.

**The crowd** began trickling in at 4:30, swelled gradually to flood tide at 6, ran steadily till 8, and slowed to a trickle at 9:30. By that time they had consumed a ton of chicken, 42 five-gallon cans of potato chips, 200 dozen buns and an untallied quantity of drinks and various desserts for which they paid extra.

The cooks had used up 50 pounds of butter, 30 25-pound sacks of charcoal briquets, and 40 pairs of work gloves. There was no dishwashing—paper plates and cups were used.

The main item of expense was chicken—$821.10 at 42 cents per pound. The charcoal cost $55. The potato chips were donated. All other items brought the total bill to $1,163. At $1.50 for adults and 75 cents for children, plus charges for drinks and desserts, the total take was $2,238. This left profit, for one strenuous day of work, of $1,075.

At times when the crowd was heaviest there was some waiting, but this didn't bother the folks. They were fascinated at the sight of nearly 500 chicken halves broiling at one time, tended by men in high chef's hats and white gloves, men moving efficiently about, turning, testing, and basting with butter.

The aromas that came from the cooking area were such as to cause lips to moisten and faces to wear the lost look of hunger.

When they finally came to sample the chicken—with their fingers, of course—they found that the joints pulled apart easily and the flesh was moist and thoroughly cooked. The faintly salty charcoal-toasted skin was something to take slowly and with appreciation.

**It's a simple matter** to build a Michigan State broiler for your own backyard gatherings. Simply have your welder cut a metal barrel in half lengthwise and weld on four angle-iron legs. Inside, weld two angle-iron shelves along the side, so that coals can be laid on these as well as the bottom, to distribute heat evenly.

State College makes its grids of welded wire rods, with two handles at each end to make turning easy (see picture). Two such grids are needed for each outfit.

Two outfits will grill enough chicken for a party of 30—a goodly gathering for some bright Sunday afternoon. Get your central supply of charcoal going in a separate metal container, fuel up your two half-barrels, and put on the chicken.

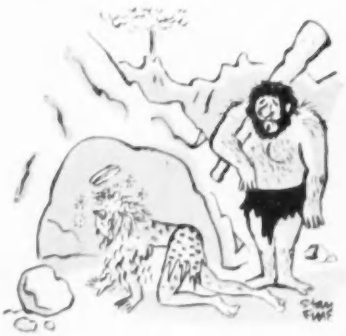
Give the fowl plenty of time. Avoid burning, have butter and salt handy, and cook until the leg bone turns with light pressure. Never poke a fork into the bird. If you have to turn it by hand, use the work gloves.

When you set the platter of broiled tenderness on the picnic table, you'll agree with the wives of Manchester who came to our August picnic, tasted, and were conquered.

"It was good," they said. "Really good!"

It was a bit of praise that saved these wily women the task of preparing more than one Sunday dinner in the weeks that followed.

**Note:** If you like barbecue sauce, here's a good one to substitute for butter during the last half hour of cooking. Cup of catsup, one-third cup of Worcestershire sauce, teaspoon of chili powder, teaspoon of salt, half teaspoon of garlic salt or one crushed garlic bud, dash of tobasco, teaspoon of paprika. Combine these with two cups of water, bring to a boil and let simmer for a while. Paint this frequently on the chicken. **End**



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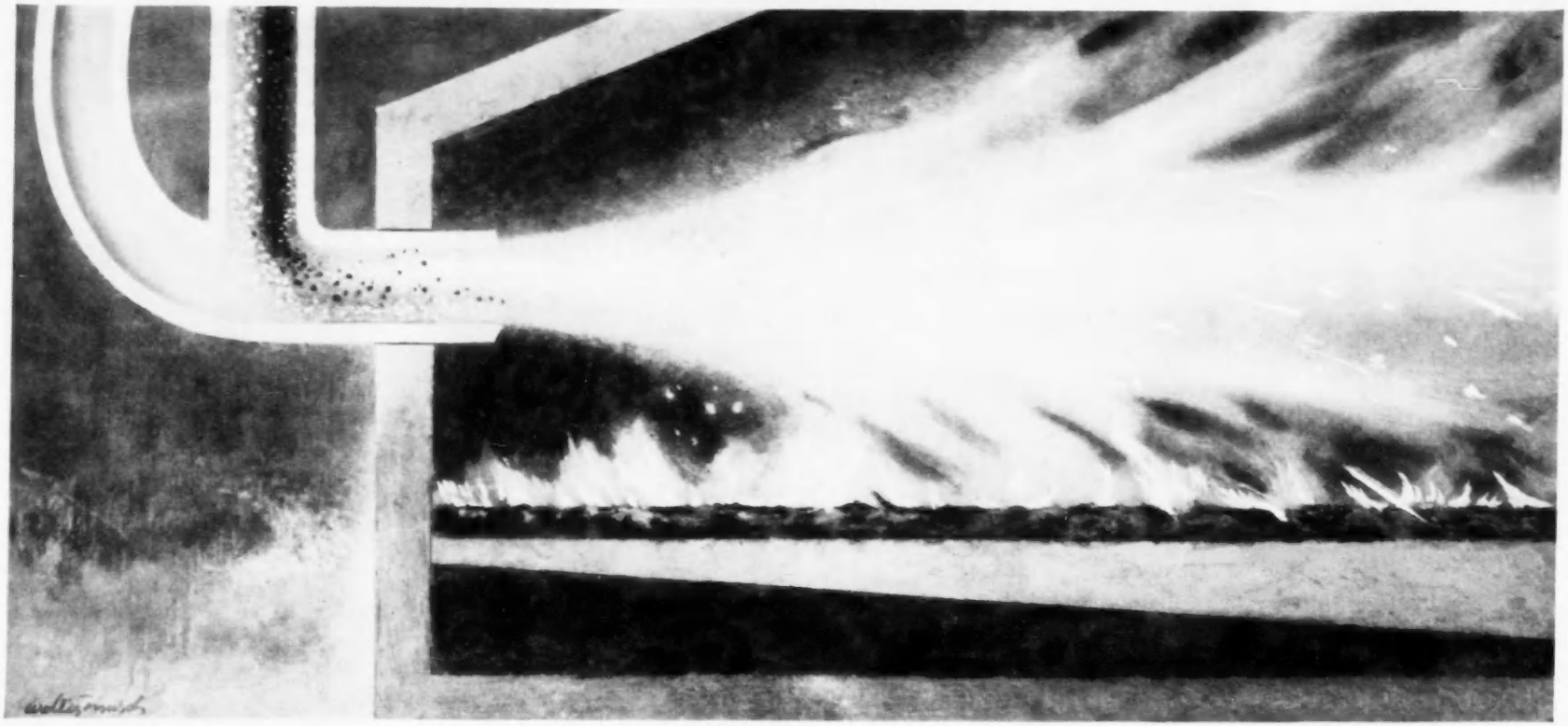

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# Looking ahead

## NEWS THAT MATTERS TO CONSUMERS AND BUSINESS MEN

**PREVIEW OF '56 CARS: Lincoln and the Rambler will get all-new bodies.** Other makes generally restyled stem-to-stern in '55 and won't do so again until 1957. However, expect more than the usual off-year "face lifting" in their '56 models. You'll see many changes in the sheet metal work itself--not just new grilles and new taillight treatment.

**For '56 you'll also see a new Ford Motor Co. car, the Continental.** This super-luxury car, to sell for $9,500-up, will appear in October. Another new Ford Motor Co. line, probably to be called the "Edsel" after the late son of the company's founder, is on the drawing boards. The Edsel, expected to be priced between Mercury and Lincoln, won't be ready until '57 or '58.

**Colors on the new cars will continue bright,** though you'll see the beginning of a "shading down" movement, due to become a "greying down" by '57. A surprising public demand for black, notably in two- and three-tone color combinations, is influencing auto makers.

**Those new style sealed beam headlamps,** the product of cooperative research in the auto industry, will go into all cars made after July 4. They give better visibility, even in fog and rain. They'll fit your old car, are available for only a few cents more than old type lamps.

**FOOD BARGAINS: Watch for price dips in potatoes and watermelons** during July. The wet, cold spring held back marketing of California's 28-million bushel potato crop, which now must compete with spuds from the middle Atlantic states. Same with the Deep South's weather-delayed watermelons; they're forced to compete with melons from the upper South.

**HIGHER HOME PRICES: Builders are adjusting prices** to meet rising materials costs (3% over a year ago). Sharpest hikes have come in lumber, cement, bathroom fixtures. Land costs, nearly double 1947's level, are climbing at the rate of almost 20% a year. Prices on older homes are steadying, even rising in some sections.

**TIGHTER CREDIT: Lenders are stiffening their requirements** and hiking interest rates slightly, because: (1) bankers' associations are crusading against "dangerous" no-down-payment home loans, three- to five-year car loans and other borderline credit, and (2) Federal Reserve Board and other Government agencies have quietly tightened the money supply.

**AIR CONDITIONING WARNING: Many people overload their home wiring,** so power companies find. A room air conditioner with a rating of "half a ton" or more usually requires new wiring. Cost of a new line may run $40 to $60 but--without proper wiring--you risk burned out fuses, fire in some extreme cases, and malfunctioning appliances.

**ONE TIP LESS: Taking a train will soon be like buying groceries;** you'll put your luggage in an easy-to-push self service cart at the station door, leave the cart at trainside when you board. Result: no need for a redcap. New York Central, Santa Fe and other railroads have ordered thousands of the patented carts (which even have seats for Junior). Airlines, too, are interested.

**BEST MOVIES: Heading July's list is Bob Hope's all-time best portrayal**--of vaudeville song-and-dance star Eddie Foy in The Seven Little Foys. Also tops: Mister Roberts and The Seven Year Itch, both Broadway hits; Soldier of Fortune (Clark Gable in Hong Kong adventure); Love Me or Leave Me, Hollywood's dramatic and factual life story of singer Ruth Etting (played by Doris Day); Angela, a first-rate mystery; The Private War of Major Benson; That Lady; Othello; The Sea Chase; Son of Sinbad.

# LIVE BAIT—*the lure that nature made* *(Continued from page 31)*

and snipped off the spines around the head—they can inflict a painful wound.

The same concussion from rock dropped on rock sometimes turns up creek darters, small members of the perch family. Both stone catties and creek darters are excellent bass bait, but keep them off the bottom when on the hook because their first instinct is to duck under a stone.

**The marine life** that exists beneath rocks in streams is simply incredible. Some things live on the undersurface of rocks (caddis fly and stone fly nymphs, other larvae), some simply hide under rocks (hellgrammites, crawfish, water worms, stone catties, creek darters). All are prized items on a fish's menu. You will never be without bait if you hold a cloth net downstream from overturned rocks.

Are you acquainted with the hellgrammite? If asked to pick the one best bait for trout and bass, I'd choose this odd creature. It is the larval form of a big insect, the dobson fly, and lives in streams until ready to hatch. It looks very much like a large centipede, with pincers before and behind which can nip sharply. Behind its head is a collar, which you'd think nature put there solely so a hook could be slipped through it. It lives a long time out of water in damp moss.

As for crawfish, they take me back to the Mahoning River in Ohio during World War I years when I found to my delight that bass fishermen along the stream would pay a dollar a dozen for them, especially if they were in the "softshell" stage. The boys in my crowd made a profitable business of collecting them. They can be netted, as hellgrammites are, or caught on almost any bait, to which they cling greedily until they are lifted from the water. The big ones are poor as whole bait, but their tails can be used "as is," or peeled to expose the white meat.

A stagnant pool of water, heavy with marsh odors and filled with water plants, hardly seems a good place to find bait, but one of the best of all for bass comes from such holes. Dragonflies and related damsel flies lay their eggs in these swampy pools. The eggs hatch into rather large, flat larvae often called "bass bugs" or "perch bugs" because they are so superior as bait for those fish. To get them, work the cheesecloth net around the bottom among the grass stems.

My grandfather showed me how mud wasps, or dauber wasps, built their clay nests on the sheltered sides of overhanging boulders, under bridges and in abandoned buildings. Inside the mud nests were small, white larvae, from which adult wasps would eventually hatch. These larvae are good emergency bait, although it takes several to fill a hook. (Incidentally, with all live bait it's a good idea to use the smallest hook that will still hold a fish.)

He taught me to use the cocoons of moths for bait, and, later, when I became interested in collecting butterflies and moths, I was able to show *him* how to find butterfly pupa cases around stumps. The caterpillars that turn into night-flying moths spin cocoons, those that turn into day-flying butterflies form pupa cases without a silky outer covering.

Moth cocoons stand out like sore thumbs in the woods in spring, before the leaves come out, hanging as they do from twigs. Inside each is a quiescent form of life which looks enough like a short, fat worm or grub to fascinate a game fish—and I don't know any handier way to carry bait than to have it wrapped in a silken shroud! The much-despised bagworm is ugly to everyone but a fisherman.

My grandfather also taught me to use the caterpillars that eventually would turn into the larvae and pupae. He warned me, though, to avoid the hairy caterpillars; especially those with stiff spines in the fuzz. A very few (like the saddleback caterpillar, a pest on domestic plants) have poisonous spines that can raise a fiery, white welt on your skin. Some of the ugliest caterpillars—the hickory horn devil, the tobacco worm, the catalpa worm—are harmless, and perfect bait for big fish.

**Almost any insect** that walks, crawls, hops or flies is potential bait. Even some that are painful, like wasps and bees; or obnoxious ones, like roaches. Beetles are especially effective trout bait. I have opened hundreds of the trout I've caught to see what they were eating, and one consistent find has been the remains of black beetles. They live under rocks and rotting logs, where you also might uncover small lizards, which are good bait, and assorted snakes, which aren't. My grandfather used to go through the woods like a bear, tearing the bark from decayed logs and stumps, kicking soft wood apart. I carried the container for the beetles and grubs we'd find.

We had a wonderful bass season one year when the 17-year "locusts" (cicadas) reached the peak of their cycle in our locality, and the air was filled with their *zzzz-ing* song. We didn't even bother carrying bait but picked the big and incautious insects from trees as we needed them. The grub from which they hatch into winged insects also is good bait, and can be found at the base of tree trunks. When Japanese beetles first invaded our farm country, my grandfather took the curse philosophically and started using them and their larvae for bait. (Ideal for panfish when used on a very light hook and dapped on the surface!)

If you catch one fish, you have bait right at hand to catch more. The belly fins of brook trout and yellow perch make good lures, when put on a hook and cast or trolled.

Stinkworms and the larvae inside cocoons were mentioned as readily available winter baits for ice fishing. There are others, the insects that form galls, or swellings, on the stems of weeds. The insects inject their eggs into the plant, which forms a gall around the larvae as they hatch. Cut carefully into this swelling and remove the small larvae, using several to bait the hook. Goldenrod gallworms are among the most popular.

There is no need for any fisherman to go without bait. In an emergency, I have rolled little doughballs from the bread of the sandwiches I carry for lunch, and used them for carp—or, on tiny hooks, to catch minnows with which to hook bigger fish.

I rebel, however, at giving up the meat in the sandwiches. I bite on that myself! **End**

**"It sure has tang, what's the vintage?"**

# Finer lawns coming up!

GOOD news for the home gardener is a new nitrogen fertilizer especially tailored for the lawn and garden.

Big advantage is that it gives up nitrogen slowly and uniformly throughout the growing season. Just think, *one* application will take care of your lawn and garden nitrogen needs for the whole season. In the South you may need two.

You don't have to worry, either, about burning lawn or plants with too much fertilizer. It is almost water-insoluble, but when in the soil it is slowly acted on by soil bacteria and gradually converted to the form used by plants.

Made by combining urea and formaldehyde, the straight material will contain from 35 to 40% nitrogen. It will be sold in this form, and also in complete garden and lawn fertilizers.

Uramite, the straight material, is made by the DuPont Co., Wilmington, Del., but other fertilizer firms will sell it under their own trade names.

Unfortunately, Uramite will not be available to the home gardener in 1955. But watch for it next year.

# Sow perennials

HURRY, hurry! You still have time to sow perennial seeds for masses of bloom next summer.

You don't have to spend a fortune buying plants from a nursery. For a few dimes and very little trouble you can have all the plants you need.

You can sow perennial seed directly in the garden, but it's better to use a spot protected from heavy rain and too-hot sun. A cold frame is best, but any place will do that's shaded in the hottest part of the day and is away from the drip of trees. Be sure, too, that you don't start seed in a wet spot.

Best soil for your seed bed is a mixture of equal parts of medium-heavy garden soil, organic matter (such as humus, fine leaf mold, or peat moss) and coarse sand. Keep out stones, sticks, debris—and fertilizer.

You can scatter perennial seed broadcast, or better still, sow in shallow drills, 2 inches apart. Be sure the drills aren't too deep—soil should just barely cover seeds.

"Want to know why I stopped here? It's because you sell Quaker State!"

Do *you* always ask for Quaker State? It's a simple rule to follow, but it pays tremendous rewards in engine performance and protection. For it assures you that the motor oil you buy is highest quality, right for *your* car! Quaker State excellence is twofold. First comes 100% pure Pennsylvania crude, the world's best. Then there's the Quaker State super-refining and modern blending that increase the superiority even more. For *Miracle Film* protection and money-saving endurance, make Quaker State your "Q" for Quality!

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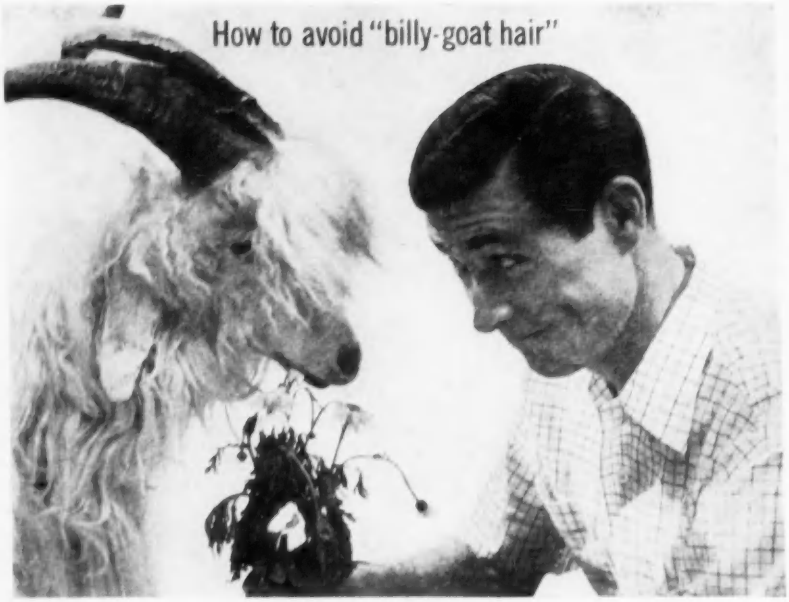


## New greaseless way to keep your hair neat all day

**New Vitalis with V-7 makes even dry, unruly hair easy to manage**

V-7, the *greaseless* grooming discovery now in Vitalis, outdates messy oils. Keeps your hair neat, yet you never have an over-slick, plastered-down look.

And Vitalis gives you wonderful protection from dry hair and scalp—whether caused by outdoor exposure or your morning shower. Try it—you'll like it!

**VITALIS® HAIR TONIC WITH V-7®**

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**EAR WAX DROPS** for fast temporary relief of accumulated wax condition

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ask your druggist for **DENT'S** TOOTH GUM, TOOTH DROPS or POULTICE

**Free—"Ideas for Sewing with Cotton Bags"**—a new 24-page illustrated book of suggestions for making attractive clothing, household accessories, gifts, and toys from thrifty, colorful Cotton Bags. 1955 Simplicity fashions for your Cotton Bag sewing. Send postcard today to **National Cotton Council, Box 76, Memphis, Tenn.**

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Free your dog of fleas and flea dirt! Stop these annoying pests by bathing him with mild, effective Sergeant's SKIP-FLEA Soap. Cleanses skin thoroughly, halts doggy odor, leaves coat shining and healthy. Only 35¢ at any drug or pet counter.

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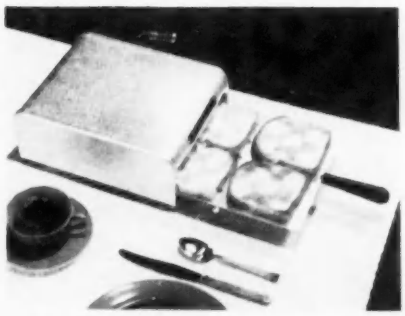
While you're in the store, pick up a can of Sergeant's SKIP-FLEA *SCRATCH* Powder. It stops *itching fungus*—the most common cause of scratching. Kills fleas, ticks, lice. 49¢ and 79¢.

# MAILBOX SHOPPING

**Exciting assortment** of 100 different United States stamps with Historical Album of most interesting issues. Prized by both beginners and skilled collectors, as U. S. stamp values increase, $1. More stamps on approval. Globus Stamp Co., Dept. 814, 268 4th Ave., New York.

**Protect clothing** from dust and lint with a Closet Coverette. Center vent makes it easy to select clothes. Clear plastic, sized to hold 6 to 18 garments; 18" long, $1; 24"—$1.25; 30" $1.50; 36"—$1.75. House of Schiller, Dept. CC313, 130 N. Wacker Dr., Chicago, Illinois.



**New electric toaster** makes old-fashioned buttered oven toast. Four slices toast at once. Spread with sugar, cinnamon or cheese. Also heats coffee cake, frozen waffles, rolls in a jiffy. Munsey Oven Toaster, U. L. tested, $9.95. Osmond's, Dept. T7, Box 1591, Little Rock, Ark.

# Bypaths

About the only full blooded natives around some summer resorts are the mosquitoes.

### A Little Curse

A little hope,
A little heed,
A little faith,
A little need,
A little dirt,
A little seed,
A little work,
•
•
A little weed!

—*Dan Kelly*

* * *

It isn't the travel that broadens one—it's all that rich foreign food.

### High Lights

The kilowatt is swift as light—
Some say it's even fleeter:
I will concede it is indeed
When it races through our meter.

—*D. O. Flynn*

* * *

Most women not only respect old age—they approach it with extreme caution.

### Strapless Bathing Suit

There's just one point
I brood about:
Suppose the girl
Should swim right out?

—*Lois F. Pasley*

"Telegram, Sir."

An optimist is a man who thinks he can find some big strawberries in the bottom of the box.

### Logic

After stalking one with a swatter,
Spray gun, rolled-up newspaper,
And rifle, and being eluded,
I've concluded

Flies
Are wise.

—*Morris F. Baughman*

* * *

The surest way to have the world beat a path to your door is to owe everybody money.

### The Kindly Reaction

On eating an apple
And finding inside
A hole deeply burrowed
But unoccupied,
Don't pity yourself
As you frantically squirm,
But think of the worry
You've given the worm.

—*William W. Pratt*

"If he'd only play something besides *A Good Man is Hard to Find!*"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**Fiberglas**
CURTAINS and DRAPES

What wonderful curtains and drapes amazing Fiberglas fabrics make! Never need ironing, stretching, starching! You can wash, hang and drape them in 7 minutes! Guaranteed never to shrink, fade, stretch, sag! 30 sizes to fit any window. 7 colors in drapes. And our huge buying power and direct-to-you selling policy lets you pay as little as $2.69 per pair. Write today for FREE Catalog and Color Swatches.

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Send ad with 10c for mailing. Sizes 116, 120, 616, 620 only. Mention size; limit ONE roll. Offer good for 30 days.

FREE FILM CO.
St. Louis 14, Mo.

Yes, just one penny for 21 beautiful cards and envelopes that would usually retail at $2 to $3 if bought separately. This offer made to prove how a few spare hours can earn you $50-$100 and more. Once you see these lovely All-Occasion Greeting Cards you'll want to start showing them to friends and neighbors. Make extra profits with complete selection of Christmas and All-Occasion Cards, Name-Imprinted Christmas Cards, Personal Stationery, Gift Wrappings and Gift Items.

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No *unmedicated* powder can relieve your baby's *Diaper Rash, Diaper Chafe* and *Prickly Heat Rash* as Ammens Powder does. For Ammens is specially medicated to give relief 3 ways.

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In case after case, while gently relieving pain, actual reduction (shrinkage) took place.

Most amazing of all — results were so thorough that sufferers made astonishing statements like "Piles have ceased to be a problem!"

The secret is a new healing substance (Bio-Dyne*)—discovery of a world-famous research institute.

This substance is now available in *suppository* or *ointment form* under the name *Preparation H.** Ask for it at all drug counters—money back guarantee. *Reg. U. S. Pat. Off.

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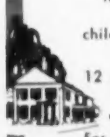
▶ The booklet outlines 12 different projects complete with scale drawings for guidance and list of necessary materials.



*For your FREE copy, send postcard with name and address to:*

**RURAL RESEARCH INSTITUTE**
*A nonprofit organization*
500 FIFTH AVENUE, NEW YORK 36, N. Y.




# More for the money

Being entirely average ourselves, we feel that we are on safe ground in asserting that the average taxpayer, if he owes money, would be quite happy to be relieved of the need to pay $175 on his debts. Likewise, he might be pleased to be relieved of taxes to the extent of $150 a year.

The way is perfectly clear for each of us to put himself ahead by his proportionate equivalent of the amounts just mentioned. Yours may be more.

The way to do it is to see that the Hoover Commission proposals are adopted just as promptly as possible.

Estimates indicate that if the full series of recommendations by the second Hoover Commission, now completing its reports, should be adopted, the savings will be six billions a year. Moreover, another seven billions could be returned to the Treasury if needless Government property were sold and various lending activities ended. It is from these estimates that we derive the $175 and $150 figures above.

* * *

The first Hoover Commission began work in 1946 under a law that limited the scope of its inquiries. So far more than two-thirds of its recommendations have been put into effect and, in consequence, Federal spending is $1.3 billions less than it would otherwise be. However, the Korean war bills and other outlays swallowed up the savings. So Congress set up the second Hoover Commission, whose reports are now being made public. Unlike the first, the second Commission has had authority to recommend changes in what the Government does as well as in how it keeps house.

The Commission has turned up innumerable instances of how money gets spent without buying anything useful.

For instance, the Commission reports that five large and 30 smaller Federal medical systems provide health services, often duplicating each other. The Government produces 196 pieces of paper for each U.S. family. It runs a lot of businesses, most of them losing money, which would make profits and pay taxes in private hands. One large tract of public land in the West is divided into mile squares, and for 40 years one Department has administered the even-numbered squares while another Department runs the odd-numbered ones. At one time the Government bought and shipped 807,000 pounds of tomato products from the Pacific coast to the Atlantic, and bought 775,000 pounds on the Atlantic coast and shipped them to the Pacific coast. Is it surprising that taxes are high?

* * *

The President has power to order some of the recommendations into effect and has already begun to do that. The Departments and agencies can make some changes themselves. Others require acts by Congress.

The whole job will be accomplished only if enough people insist that it be done, and let Congress and the President know that it must be done. It won't be done if the taxpaying public fails to squawk. In order to help people inform themselves, there exists the Citizens Committee for the Hoover Report, 441 Lexington Ave., New York 17, N.Y. The Committee provides information and invites new members.

Your local groups can send resolutions to the President and their members of Congress. Individuals can write letters. Will you do it and see that your group does likewise? But, if you say "Don't cut my services or the spending in our district," you won't help much.

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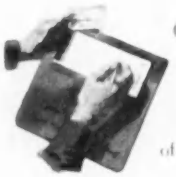

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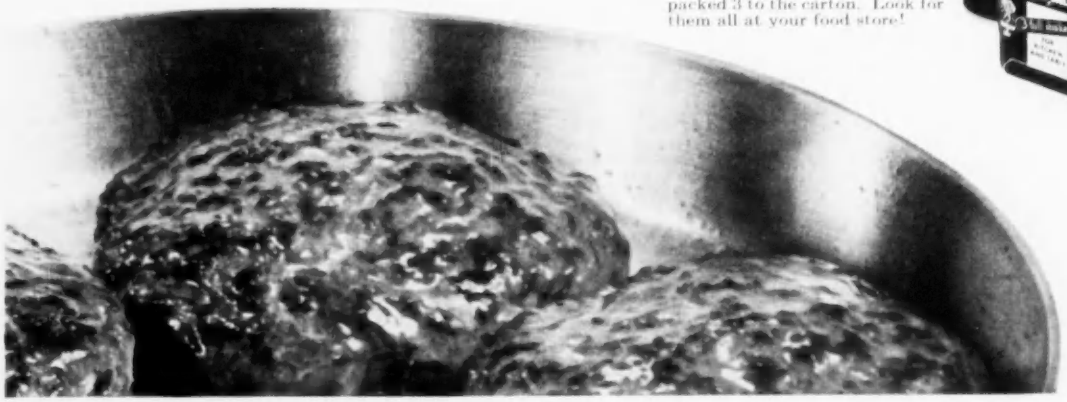
Next time you shop, look for Morton Salters! *Iodized or plain.*

**When it rains it pours**

**Now you can buy Morton Salt in 3 sizes!**

Many people buy Morton Salt all three ways: **(1)** in the familiar big round package . . . **(2)** in Morton Miniatures, 1½ inches tall, that come 6 to the tray for picnics and lunch boxes . . . **(3)** in new Morton Salters, 3¾" tall, packed 3 to the carton. Look for them all at your food store!